

**9th United Nations Conference on Competition and Consumer Protection**  
**Room XIX, Palais des Nations**  
**Geneva**  
**7-11 July 2025**

**Report on the Implementation of the United Nations Guidelines for  
Consumer Protection and of the Work of the Intergovernmental Group of  
Experts on Consumer Protection Law and Policy**

**Presentation**

*Mr. Soo Hyun Yoon*  
*President*  
*Korea Consumer Agency*  
*Republic of Korea*

*This material has been reproduced in the language and form as it was provided. The views expressed are those of the author and do not necessarily reflect the views of UN Trade and Development.*

**Remarks for the 9<sup>th</sup> United Nations Conference on Competition and Consumer Protection by Mr. Soo Hyun Yoon, the President of the Korea Consumer Agency:**

**Item 7. Report on the Implementation of the United Nations Guidelines for Consumer Protection and of the Work of the Intergovernmental Group of Experts on Consumer Protection Law and Policy**

*Greetings*

Honorable Secretary-General Rebeca Grynspan of the UNCTAD, distinguished delegates from international organizations and governments around the world! It is both a joy and a privilege to meet you all here on this momentous occasion. My name is Soo Hyun Yoon, and I am the President of the Korea Consumer Agency. I am truly honored to be part of this significant event where we can exchange global perspectives on competition and consumer policy, and together chart collaborative pathways toward resolving urgent challenges. Until today, the Korea Consumer Agency has endeavored to promote consumer rights with the UN Guidelines for Consumer Protection. These efforts have borne tangible results across four key domains.

*Successful Implementation of the UNGCP in Korea: Dispute Settlement*

The first is consumer dispute resolution. The Guidelines call for efficient and effective complaint-handling systems to swiftly redress consumer harm. To fulfill this mandate, the Korea Consumer Agency has constructed a three-step process: comprising consultation, damage redress and dispute mediation. The Korea Consumer Agency now handles over half a million complaints each year.

In response to mass consumer harm in the digital age, we have pioneered bulk redress and collective dispute resolution mechanisms. Bulk redress enables us to extend remedies not only to those who formally filed claims but also to those affected in similar

ways. Over the past five years, we have provided relief in 94 such cases, compensating 540,000 consumers with a total amount of USD 27 million. In an especially notable case, our agency mediated a large-scale dispute involving probability-based paid game items from Nexon Korea, a game company. We secured compensation of USD 16 million, reaching not only approximately 6,000 claimants but the broader group of 800,000 users. To enhance responsiveness, we have also embarked on an initiative to build an AI-powered complaint-handling platform.

### *Successful Implementation of the UNGCP in Korea: Securing Consumer Safety*

The second key domain is ensuring consumer safety. As digital commerce accelerates, unsafe products are increasingly distributed in the marketplace, posing grave consumer risks. In 2021, Korea became the first country in Asia to have major online platforms sign a Voluntary Safety Pledge to halt the spread of unsafe products. This commitment echoes the very spirit of the UN Guidelines for Consumer Protection, as the platforms agreed to voluntarily implement actions to protect consumer safety. We have continued to expand the reach of the voluntary pledge. In 2023, major second-hand trading platforms joined this noble endeavor, and in 2024, two global online platforms followed suit. Through these collective efforts, we have successfully removed 110,000 hazardous goods from online marketplaces—thus taking a preventative step toward a safer consumer environment.

### *Successful Implementation of the UNGCP in Korea: Fostering Consumer-friendly Market Environment*

Third, we have made strides in fostering a consumer-friendly market environment. To create an environment where consumers can buy products with peace of mind, the Korea Consumer Agency has conducted fact-finding studies to pinpoint dark commercial patterns that mislead consumers and facilitated the amendment of relevant laws, laying the groundwork for effective regulation of dishonest business practices. Also, we encourage businesses to embrace a consumer-centric ethos through our Consumer-Centered Management (CCM) Certification System, which has helped more than 200 companies

integrate consumer voices into their business strategies. Additionally, we remain dedicated to equipping consumers with the knowledge and tools needed to make informed choices. By providing detailed product comparisons, 87% of consumers reported that this information helped them make better purchasing decisions.

### *Successful Implementation of the UNGCP in Korea: International Cooperation*

Last but not least, we have achieved results in international cooperation. As outlined in the UN Guidelines, global cooperation is critical for resolving transnational consumer protection issues. The Korea Consumer Agency has concluded MOUs with 26 institutions in 18 countries to resolve consumer issues that transcend national borders. As a result, we resolved more than 700 international consumer disputes in the last five years that had previously seemed intractable due to differences in national laws and language barriers. We also convene regular international dialogues such as the Asia Consumer Policy Forum and the Consultative Meetings on Consumer Policy among Korea, China, and Japan. Since 2013, we have shared Korea's know-how on consumer policy with consumer protection officials from developing nations. Through this global training program, 119 officials from 31 countries have visited Korea.

### *Commendation of UNCTAD IGE Activities for Consumer Protection*

The UN Guidelines for Consumer Protection have offered a powerful beacon for nations striving to elevate their standards and systems for consumer protection, and its importance will continue to grow. Korea's progress in this regard, as shared with you earlier, stands as a living testament to the impact of the UN Guidelines.

I would also like to commend the UNCTAD Intergovernmental Group of Experts on Consumer Protection Law and Policy for standing as a cornerstone of global efforts to safeguard consumer rights. It has pioneered forward-thinking initiatives in tackling consumer issues through its dynamic working group activities. Further, the IGE has supported the widespread adoption of the UN Guidelines among developing countries through impactful peer reviews and technical assistance. The Korea Consumer Agency also had the honor of

participating as the peer reviewer in the assessment of Chile's consumer protection law and policy in 2021. The fact that an average of 61% of these recommendations were realized, as revealed in the 2024 impact assessment on the first five peer reviewed countries, is both promising and profoundly inspiring.

Finally, I would like to highlight the World Consumer Protection Map. For Korea, this invaluable tool has proven indispensable in designing training programs and hosting international forums. Its intuitive design and rich data have empowered us to swiftly assess the landscape of consumer protection policies in potential partner countries. We would like to extend our deepest gratitude to the UNCTAD Secretariat for recognizing the critical importance of cross-border information-sharing and for creating this user-centered interface. We must also thank the 136 nations whose participation has brought this vision to life. Korea is proud to take part in this journey and pledges its unwavering commitment to the cause of mutual progress.

Thank you.