

OECD 消費者政策委員会〔Committee on Consumer Policy(CCP)〕
50周年記念会合における長官キーノートスピーチ

Good afternoon everyone. I am Akiko Ito, Commissioner of the CAA, Consumer Affairs Agency of Japan.

It is a great honor for me to have this opportunity today.
First of all, I'd like to extend my heartfelt congratulations on the 50th anniversary of the OECD Committee on Consumer Policy.

The COVID-19 pandemic has changed the society, accelerating the digital transformation. In Japan, in order to lead a nationwide digitalization, the government plans to launch a new national organization, "Digital Agency".

In parallel, the government is now tackling issues related to digital platforms, in order to ensure market competition and protect consumers, by regulating the activities of digital platforms.

From the competition policy point of view, the new act which came into effect last February, regulates the relationship between large platform providers and business users.

From the consumer protection point of view, taking into account a rapid increase in consumer affairs consultation, related to the online marketplace which is becoming a vital tool for consumer life, we have been taking two legislative approaches.

Firstly, we amended the existing act to introduce more severe punishment for deceiving consumers in e-Commerce. Secondly, we passed a new act this April, the scope of which covers all digital platforms, regardless of business size, products and services.

The new act sets out new obligations and rights.

- Firstly, the obligations for digital platforms to endeavor to take consumer protection measures such as investigation in case of

consumer complaints and identity confirmation of sellers.

- Secondly, the right reserved to the CAA to request digital platforms to take necessary measures such as removing unsafe goods and services from their sites.
- Thirdly, the consumers' right to request information disclosure on business users to digital platforms.

To conclude, in order to maximize benefits of digitalization for consumers, it is essential to create safe and secure environment for online transactions. We will continue to make further efforts to protect consumers.

As we face the same challenges globally, it will be important and helpful to exchange views with you, and to enhance international cooperation. We hope the CCP will have much more success in the years to come.

Thank you for your kind attention.