

Joint Statement by European Commissioner Michael McGrath and Minister ITO Yoshitaka of Japan

Tokyo, 18 September

Today, Commissioner Michael McGrath, European Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection, and Minister ITO Yoshitaka, Minister for Consumer Affairs and Food Safety of Japan, held a meeting in Tokyo.

The EU-Japan Strategic Partnership Agreement, which entered into force in 2025, underscores the shared commitment of the EU and Japan in promoting dialogue on consumer policies and strengthening cooperation in key areas such as consumer product safety, enforcement, and education.

During the meeting, both sides exchanged views on key issues, including responses to digitalisation, forward-looking plans for consumer policy, and continued cooperation in international fora such as the Organisation for Economic Co-operation and Development (OECD).

Since 2024 the Japanese Consumer Affairs Agency and the European Commission's Directorate-General for Justice and Consumers have engaged in a mutually beneficial EU-Japan Informal Dialogue on Consumer Policy. This dialogue provides a forum to learn from each other through an exchange on policy approaches and good practices, with the goal of strengthening consumer protection in both regions. Topics included the digital and green transitions, as well as related consumer vulnerabilities.

Building on these valuable exchanges, Commissioner McGrath and Minister ITO are committed to continuing and intensifying the EU-Japan Informal Dialogue on Consumer Policy and recognised the valuable contribution that this dialogue makes to further strengthening the cooperation in the area of consumer affairs between the EU and Japan, and beyond.