

**2023 KCA-KOICA FELLOWSHIP PROGRAM:
capacity building for improvement and specialization
of consumer protection-**

Plenary presentation

"A Kenyan economy with globally efficient markets and enhanced consumer welfare for shared Prosperity"

Outline



1. Overview of Korean Consumer Agency (KCA)
2. Consumer Policy and promotion system in Korea
3. Consumer Policy implementation and promotion system
4. Consumer Safety Center, and Consumer Injury Surveillance System (CISS)
5. Consumer Counseling and remedy of damage
6. ADR and consumer dispute settlement
7. Fair Trading investigations
8. Cross border consumer disputes
9. Consumer Centered Management
10. Consumer Education and information

"A Kenyan economy with globally efficient markets and enhanced consumer welfare for shared Prosperity"



Korean Consumer Agency (KCA)



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8/10/2023

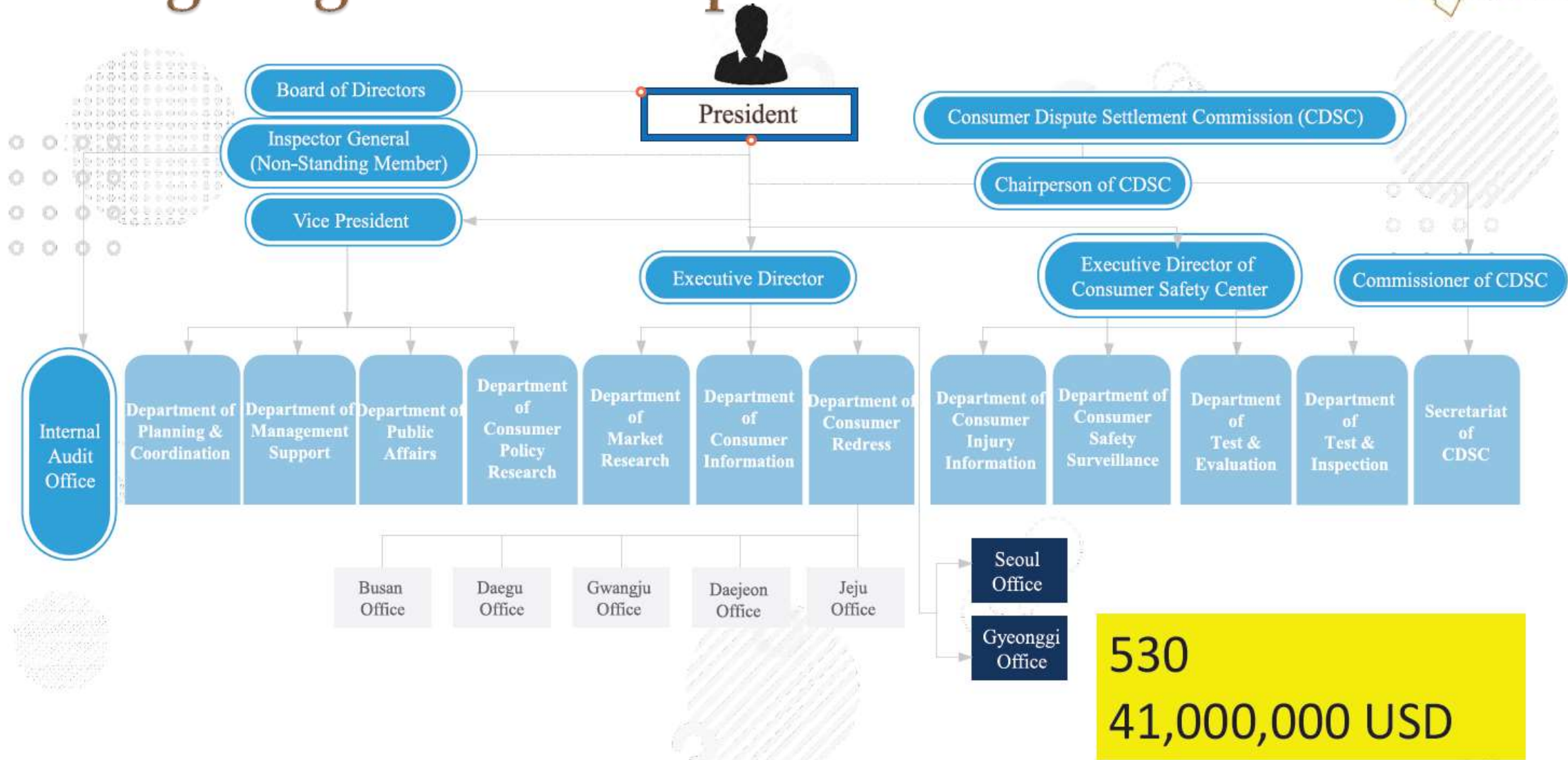


KCA HQ and 7 Regional Offices



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KCA Organogram and Departments



530
41,000,000 USD

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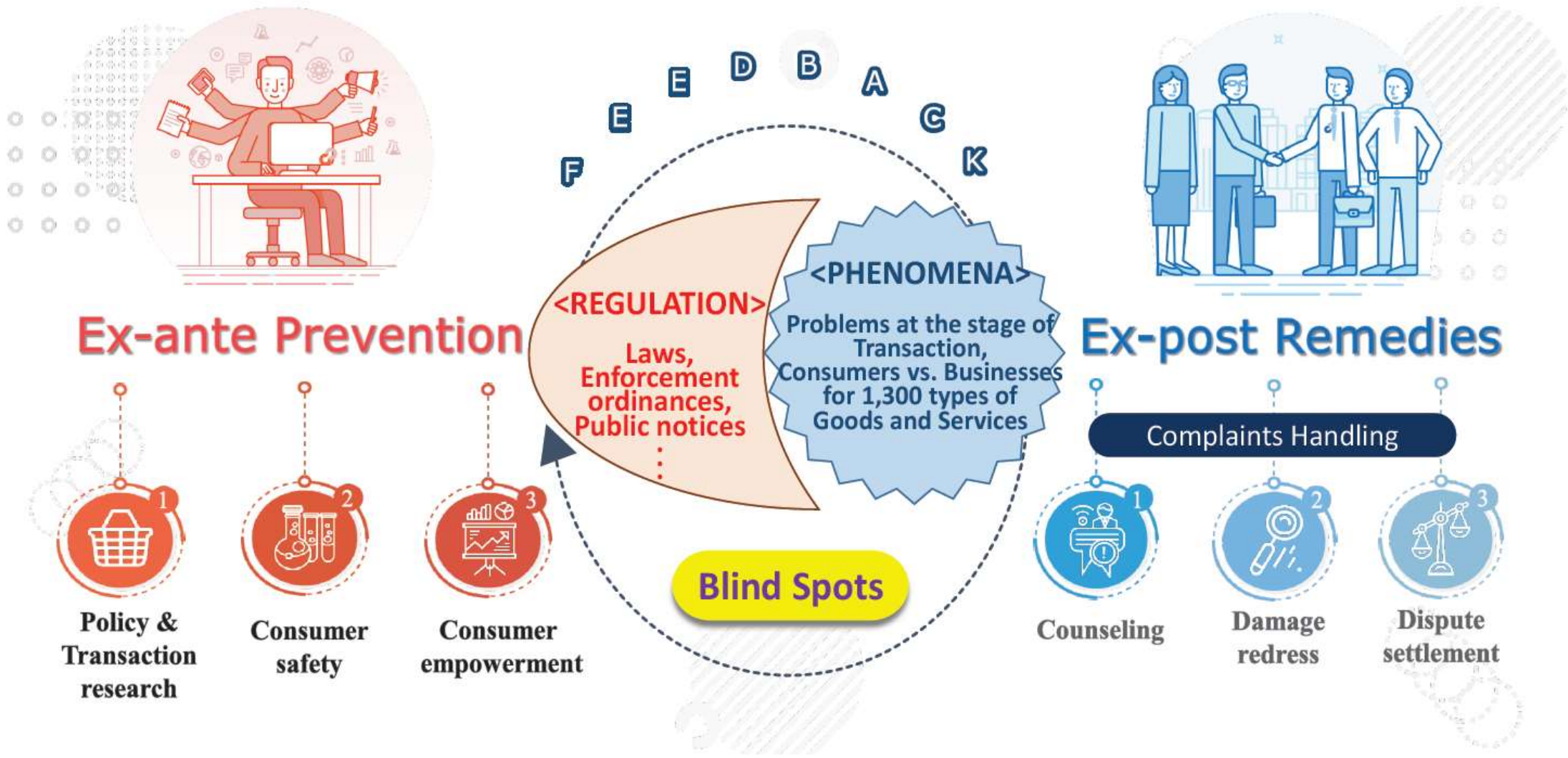
Major Function and Roles

1. Consumer Policy
2. Market Research
3. Consumer Safety
4. Test & Inspection
5. Consumer Information & Education
6. Cooperation
7. Counselling
8. Redress
9. Dispute Settlement



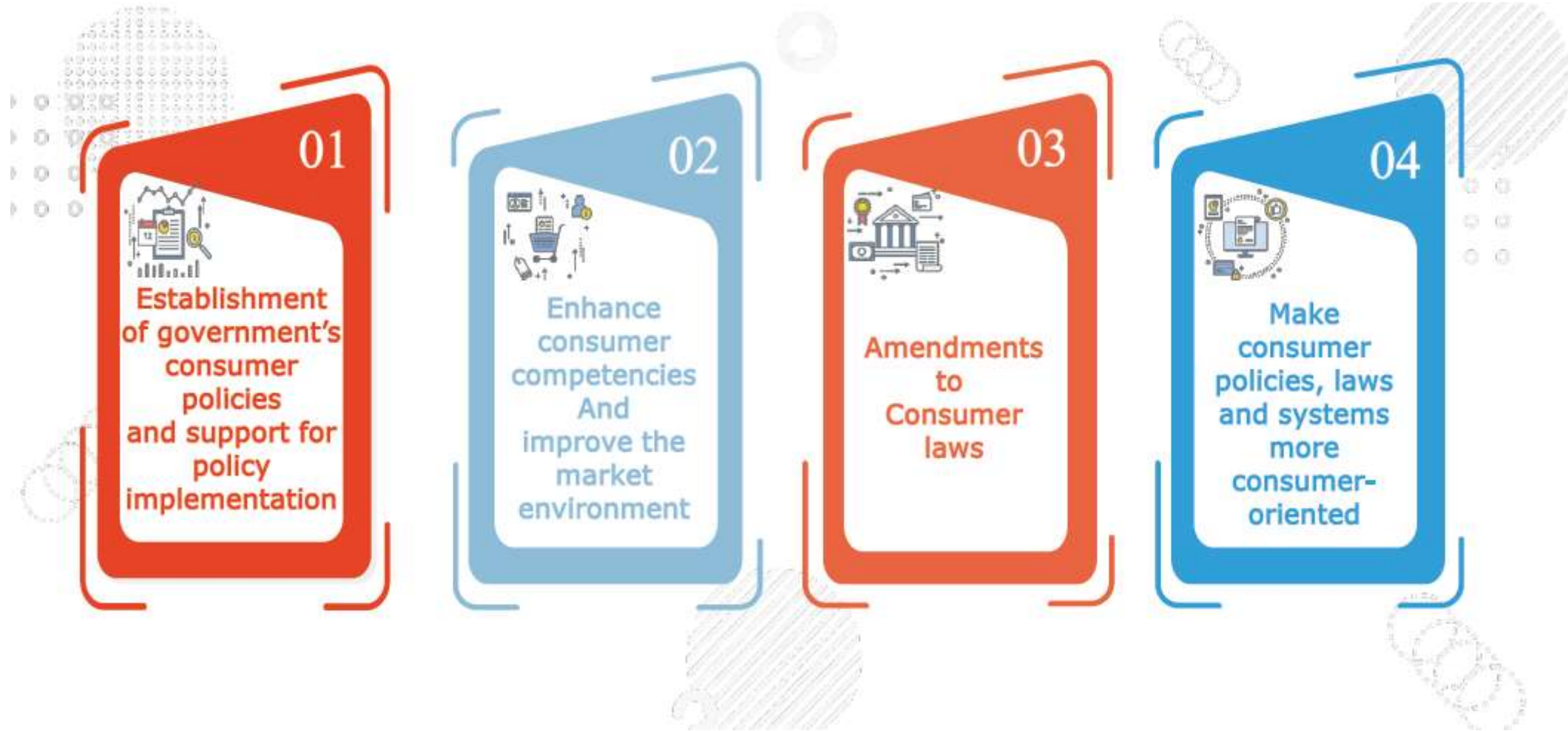
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Working System



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Policy Research



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Market Research



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Test and Inspection



Noise & Acoustic

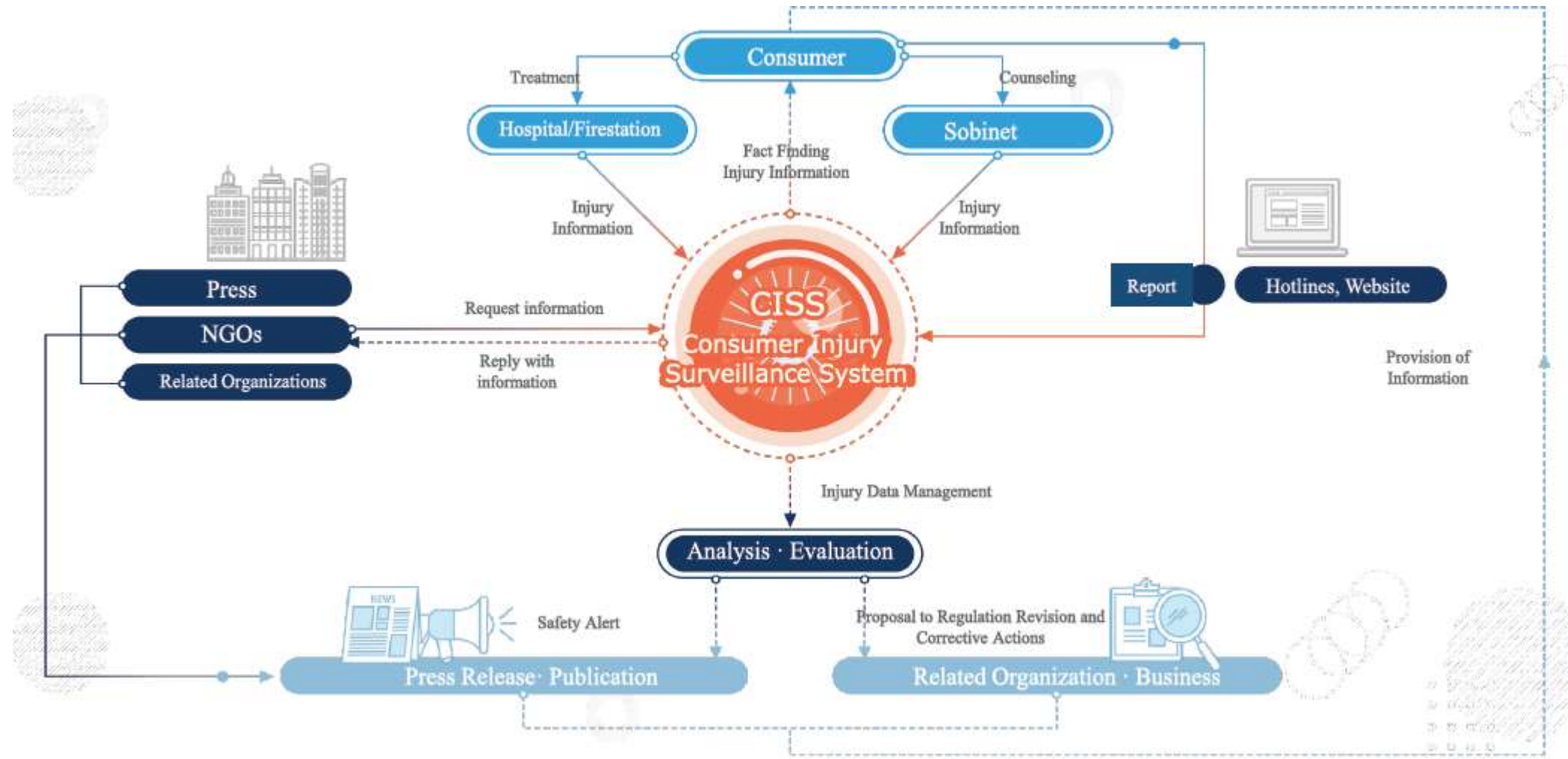


Electromagnetic wave

48 different labs
with **551** lab equipments

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Consumer Safety



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Consumer Safety



Prompt Suspension of Harmful Products

Remove defective or faulty products from the market

Constantly monitor overseas recalls and prevent importation and distribution in the domestic market

Elimination of Consumer Safety Blind Spots

Inspect safety of products closely related to daily life, such as food, medical and manufactured products, and propose improvements on safety standards



Providing Consumer Information

Issue safety warnings on products and services that can cause multiple consumer injuries and publish test results

Classification		Recalls			
Goods	Relevant Ministry or Organization	Voluntary	Recommendation	Order	Total
All Items	KFTC, KCA	1	171		172
Industrial Products	Ministries	44	5	321	370
Medicine	KFDA	210		134	344
Medical Devices	KFDA	246		84	330
Food	KFDA	102		182	284
Motor Vehicle	Ministry of Land, Infrastructure and Transport	283			283
Industrial Products	Ministry of Environment			182	182
Cosmetics	KFDA	22		71	93
Livestock Products	KFDA	37	8	40	85
Industrial Products	Ministry of Environment			27	27
Vehicle Emissions	Ministry of Environment	11		11	11
Health Functional Foods	KFDA	6		8	14
Processed Products	Nuclear Safety and Security Commission			11	11
Drinking Water	Ministry of Environment			2	2
Industrial Products	Local Government			1	1
Total		962	184	1,074	2,220

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International Corporation

- 2015 NCAC (Japan)
- 2016 CBBB (U.S.)
- 2017 CASE (Singapore)
- 2018 CTSI (UK)
- 2019 Consumer Council (Macao)
- 2019 DCP (Taiwan)
- 2021 NCPA (Indonesia)

- 2015 VCCA (Vietnam)
- 2016 OCPB (Thailand)
- 2017 HKCC (Hong Kong)
- 2018 O'IHHQJF (Uzbekistan)
- 2019 AFCCP(Mongolia)
- 2020 NCCC (Malaysia)
- 2022 DTI (Philippines)



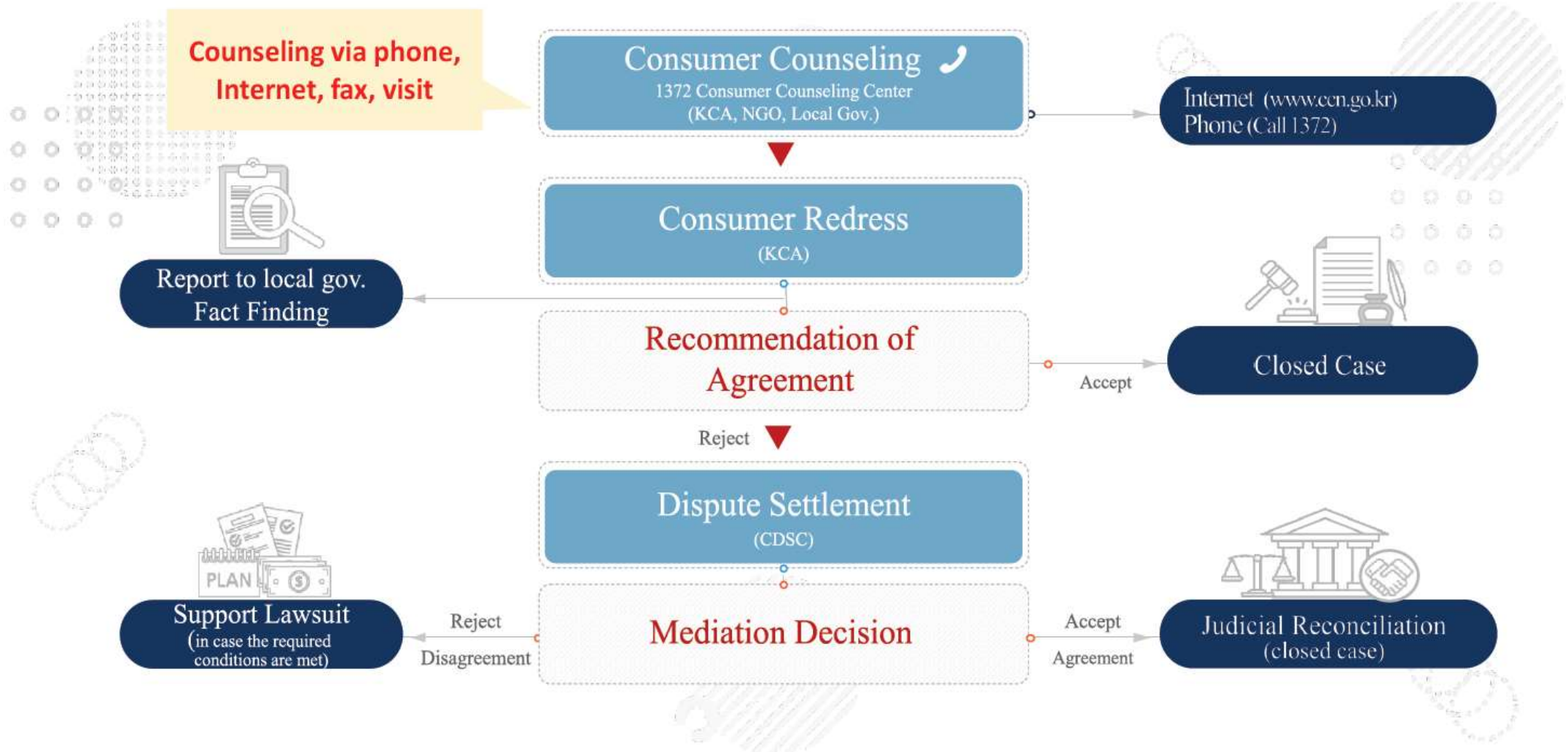
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MOUs for resolution of cross-border consumer complaints



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Counselling – Redress – Dispute Settlement



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Consumer Policy Establishment and promotion system in Korea

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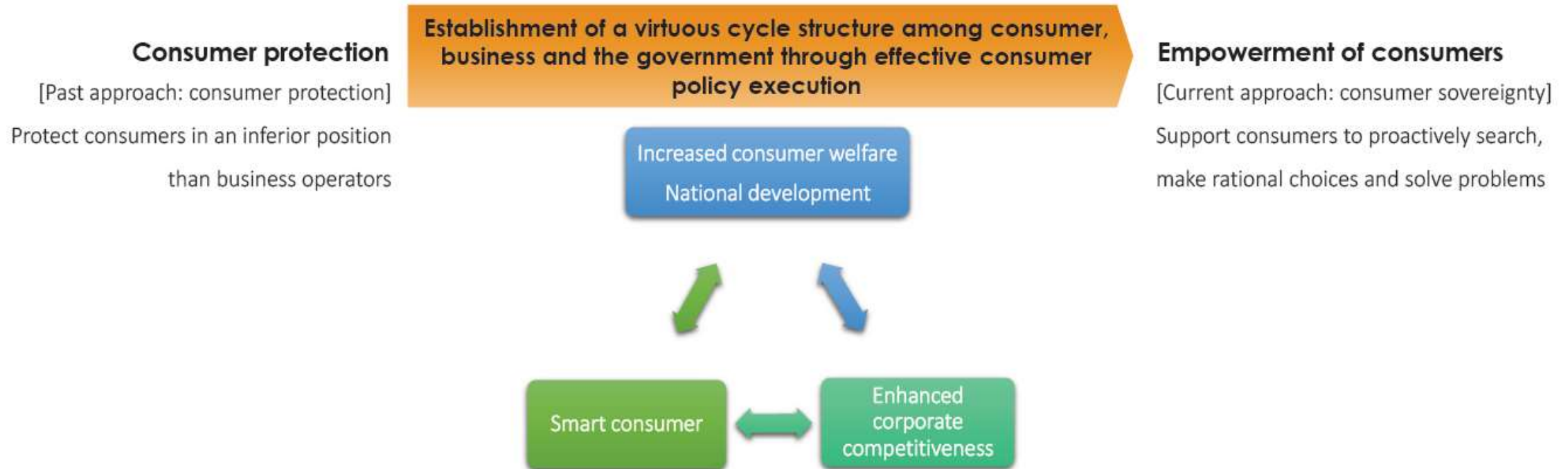
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Consumer Protection → Consumer Sovereignty



- Consumer policy refers to a series of processes in which the government directly or indirectly intervenes through laws and institutions to solve consumer problems that arise in the market economy



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Consumer Policy

- Currently, Korea's consumer policy is being established and promoted in the direction of realizing consumer sovereignty through consumers' capacity building
- The Key drivers of this approach being



**[Reason for change 1]
Increased information search capabilities of consumers**

With the rapid development of information and communication, there is a growing expectation that information asymmetry and the resulting inferior status of consumers can be resolved to a large extent.

**[Reasons for change 2]
Trend of government deregulation**

The ongoing push for deregulation since the 1990s has led to a widespread belief that government intervention in markets undermines the efficiency and equity of the economy. There is also a growing trust in the self-regulation of markets.

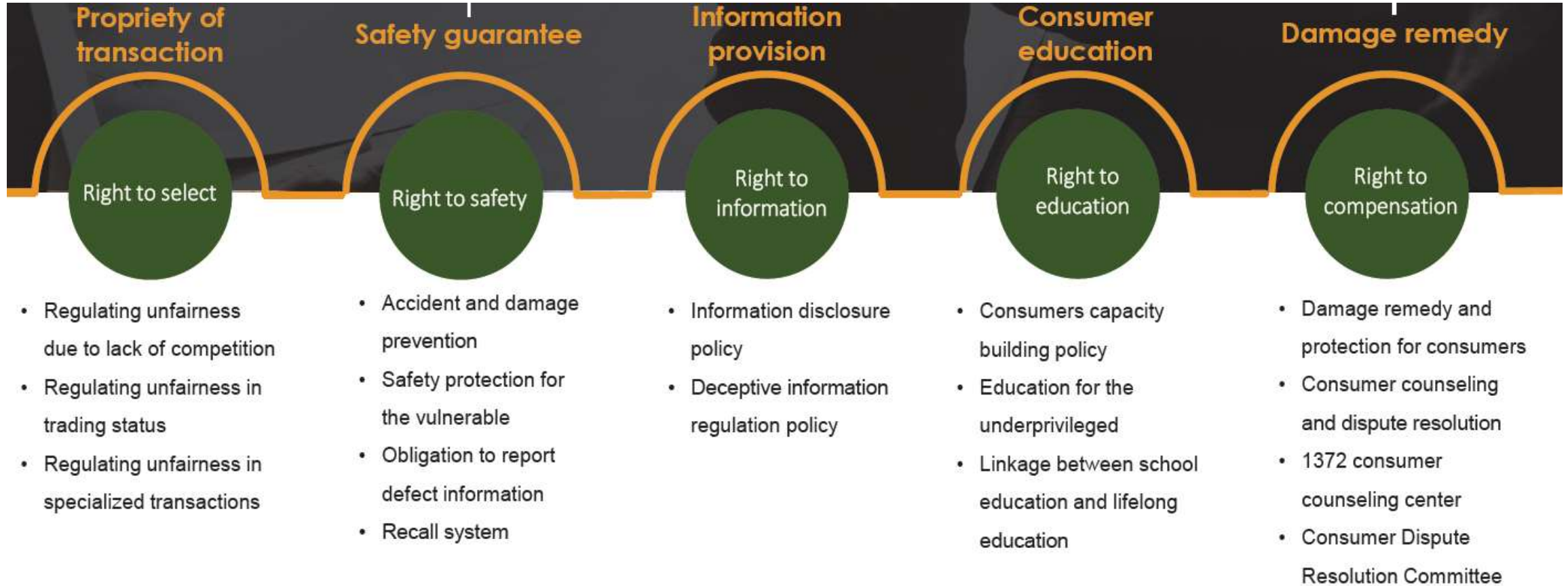
**[Reason for change 3]
Authorities' commitment to realizing consumer sovereignty**

As competition among companies intensifies and consumer preferences and choices affect the success of companies, we want to cultivate rational consumers and use their power to enhance industrial and national competitiveness.

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Consumer Policy

- South Korea's consumer policy consists of five areas : propriety of transaction, safety guarantee, information provision, consumer education, and consumer's damage remedy.



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Consumer Policy

- Korea's five areas of consumer policy are overseen and coordinated by the Korea Fair Trade Commission, while each central administrative institution conducts consumer policy based on individual laws and regulations



[Fair Trade Commission]
: Monopoly Regulation and Fair Trade Act, Act on Fair Labeling and Advertising, Installment Transactions Act, Act on Door-to-Door Sales, Act on the Regulation of Terms and Conditions, Act on the Consumer Protection in Electronic Commerce.

[Ministry of Trade, Industry and Energy, Financial Supervisory Service]
: Quality Control and Safety Management of Industrial Products Act, Act on the Protection of Financial Consumers

[Fair Trade Commission]
: Framework Act on Consumers, Product Liability Act

[Ministry of Health and Welfare, Ministry of Trade, Industry and Energy, Ministry of Food and Drug Safety, Ministry of Land, Infrastructure and Transport]
:Pharmaceutical Affairs Act, Food Sanitation Act, Quality Control and Safety Management of Industrial Products Act, Motor Vehicle Management Act

[Fair Trade Commission]
: Act on Fair Labeling and Advertising, Act on the Regulation of Terms and Conditions

[Central administrative institution]
: Individual laws of each ministry

[Fair Trade Commission]
: Framework Act on Consumers

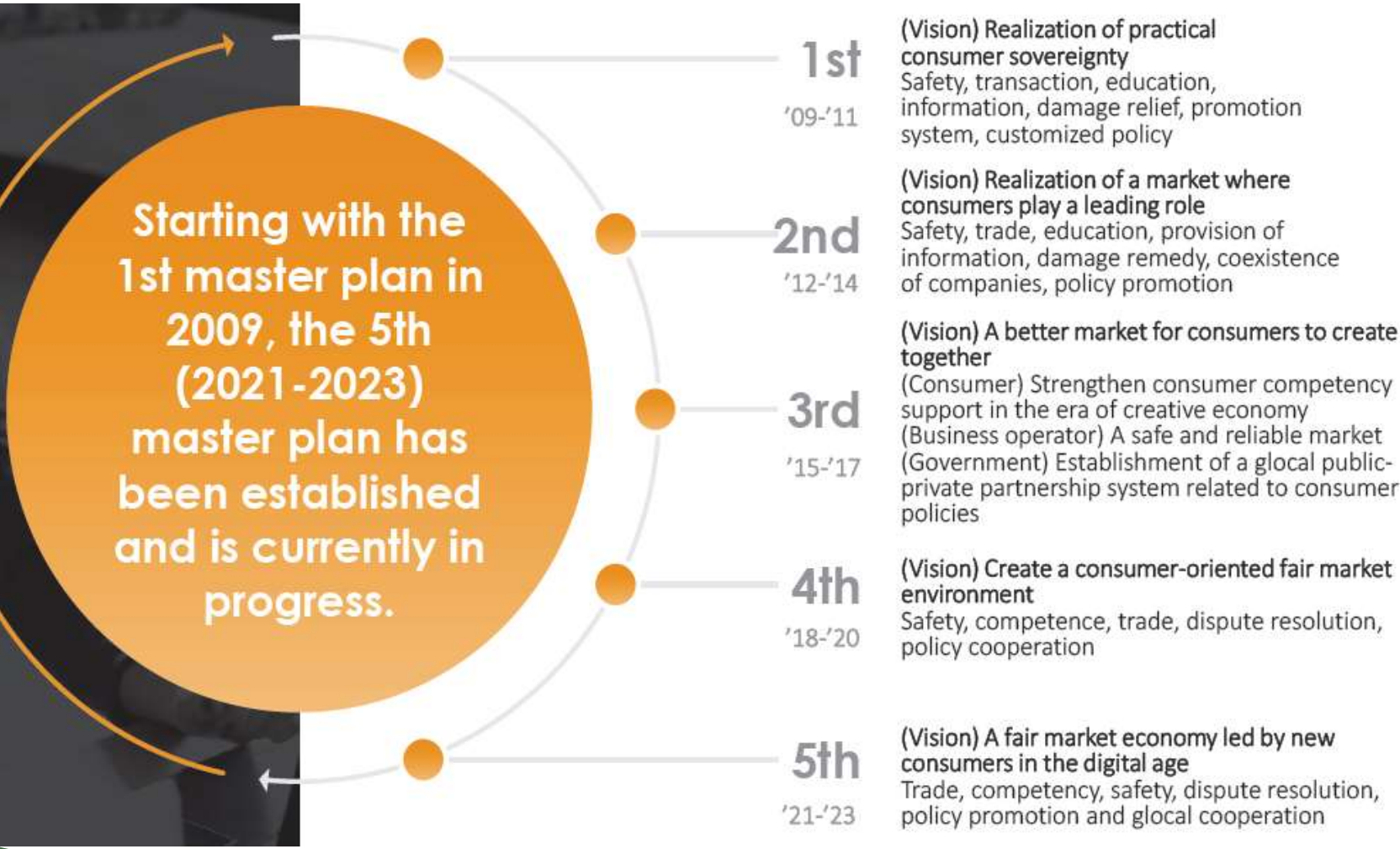
[Central administrative institution]
: Individual laws of each ministry
lifelong Education Act (Ministry of Education)

[Fair Trade Commission]
: Framework Act on Consumers, Product Liability Act

[Central administrative institution]
: Individual laws of each ministry

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Consumer Policy Establishment



➤ The master plan is a pan-governmental, comprehensive policy plan that establishes the mid-to long-term direction of the Korean government's consumer policy.

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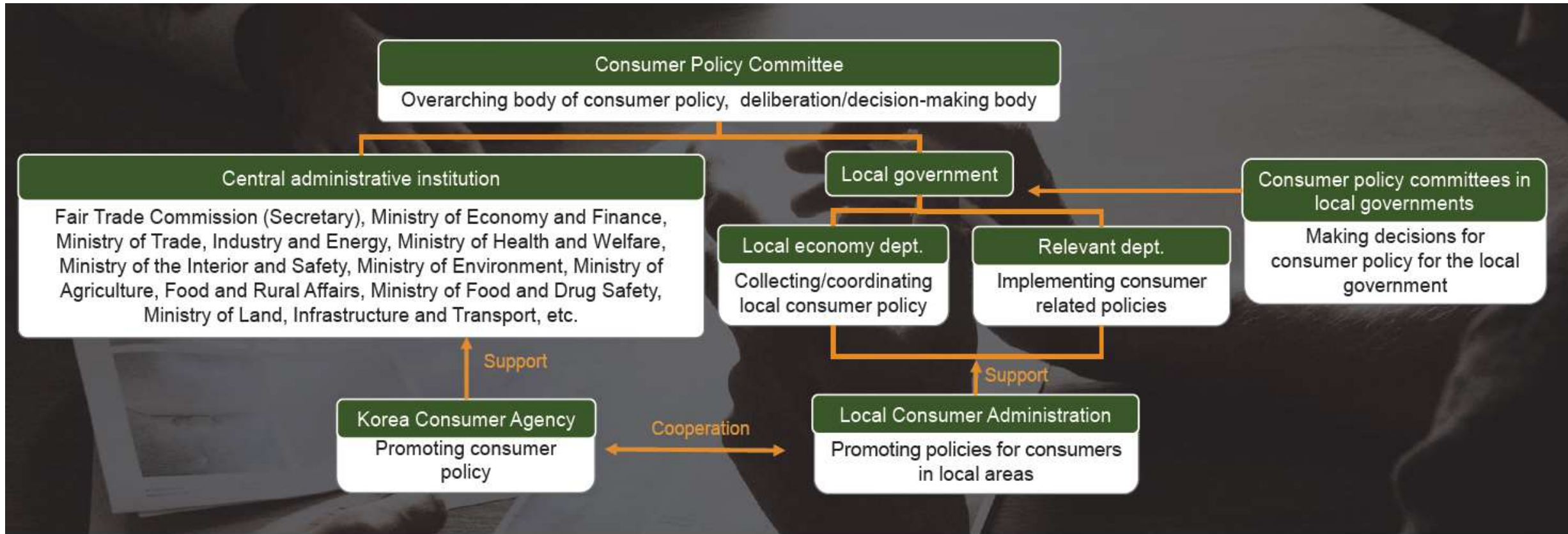
Consumer Policy promotion

Implementor institution	No. of tasks	Representative examples of specific plans
Fair Trade Commission	25	<ul style="list-style-type: none"> Expanding legal responsibilities of platform operators Securing consumer safety related to overseas unsafe products Preparing measures to advance consumer policies using big data
Korea Consumer Agency	52	<ul style="list-style-type: none"> Providing customized information and strengthening capabilities for consumers lacking digital information Discovery of harmful products in the blind spot of safety and preemptive response Facilitating customized counseling and dispute resolution by visiting vulnerable customers
Ministry of Science and ICT	3	<ul style="list-style-type: none"> Establishment of technical standards and education to bridge the digital divide
Ministry of Education	1	<ul style="list-style-type: none"> Activate consumer education in schools
Ministry of Land, Infrastructure and Transport	1	<ul style="list-style-type: none"> Strengthening of consumer safety for future automobiles
Financial Services Commission	2	<ul style="list-style-type: none"> Establishment of consumer protection system in digital finance
Ministry of Economy and Finance	4	<ul style="list-style-type: none"> Stable management of prices for the general public so that consumers can feel it
Personal Information Protection Commission	4	<ul style="list-style-type: none"> Ensuring consumers' right to self-determination of personal information
Ministry of Agriculture, Food and Rural Affairs	5	<ul style="list-style-type: none"> Promotion of customized dietary life education for each life cycle to spread healthy eating habits and food culture
Ministry of Culture, Sports and Tourism	3	<ul style="list-style-type: none"> Protection of users' rights and interests in the game market
Korea Communications Commission	3	<ul style="list-style-type: none"> Eliminate online users' discomfort with advertisements
Ministry of Justice	1	<ul style="list-style-type: none"> Introduction of class action system and punitive damages system
Ministry of Health and Welfare	1	<ul style="list-style-type: none"> Reinforcement of life safety in nursing facilities for the elderly
Ministry of Trade, Industry and Energy-Korean Agency for Technology and Standards	6	<ul style="list-style-type: none"> Specialized in hazard level evaluation of consumer products with hazard concerns
Ministry of Food and Drug Safety	4	<ul style="list-style-type: none"> Reinforcing safety management of highly consumed agricultural, livestock and marine products
Ministry of Gender Equality and Family	1	<ul style="list-style-type: none"> Prevention of damage to consumers by strengthening the management of international marriage brokers
Ministry of SMEs and Startups	2	<ul style="list-style-type: none"> Support for small businesses and traditional markets to enhance consumer convenience
Ministry of Oceans and Fisheries	1	<ul style="list-style-type: none"> Reinforcing seafood food consumer safety management
Ministry of Environment	10	<ul style="list-style-type: none"> Reinforcing monitoring and management of unreasonable eco-friendly labeling and advertisement

- The master plan for consumer policy focuses on "strengthening consumer safety, fairness and adequacy of transactions between consumers and businesses, promoting consumer education and information provision, smooth redress of consumer damages, response to international consumer issues, and other major issues related to consumer rights and interests

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Consumer Policy promotion



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Members of the Consumer Policy Committee



- | | |
|----------------------------------|--|
| <p>Consumer Policy Committee</p> | <ul style="list-style-type: none"> • Chairman (2 people): Prime Minister and civilian chairperson • Members (23) : Gov't member(Secretary: Chairman of KFTC), President of the KCA, civilian members • Duty: Collection, coordination, deliberation and resolution of consumer policies |
| <p>Working Committee</p> | <ul style="list-style-type: none"> • Chairman (1 person): Chairman of the Fair Trade Commission • Members (17): Vice-minister, deputy head, and vice-chairman of each central administrative institution; and President of Korea Consumer Agency • Function: Preliminary review/adjustment and operational support of the agenda presented by the Consumer Policy Committee |
| <p>Expert Committee</p> | <ul style="list-style-type: none"> • Chairperson: Civilian member of the Consumer Policy Committee • Members: Director of each central administrative institution, Director General of Consumer Policy at the Fair Trade Commission, executive members of Korea Consumer Agency, and civilian members • Function: Research and review of issues that require expertise among the agenda items presented by the Consumer Policy Committee • Composition: 7 fields |

Industrial products	Food and Drug	healthcare	finance and insurance	automobile and transportation	Broadcasting and communication	general affairs
Ministry of Trade, Industry and Energy, Ministry of Environment (11 ppl)	Ministry of Agriculture, Food and Rural Affairs ministry of Food and Drug Safety (11 ppl)	Ministry of Health and Welfare (10 ppl)	Financial Services Commission (10 ppl)	Ministry of Land, Infrastructure and Transport (10 ppl)	Ministry of Science and ICT, Korea Communications Commission (11 ppl)	Ministry of the Interior and Safety, Ministry of Education (12 ppl)

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Consumer Safety Center, and Consumer Injury Surveillance System (CISS)

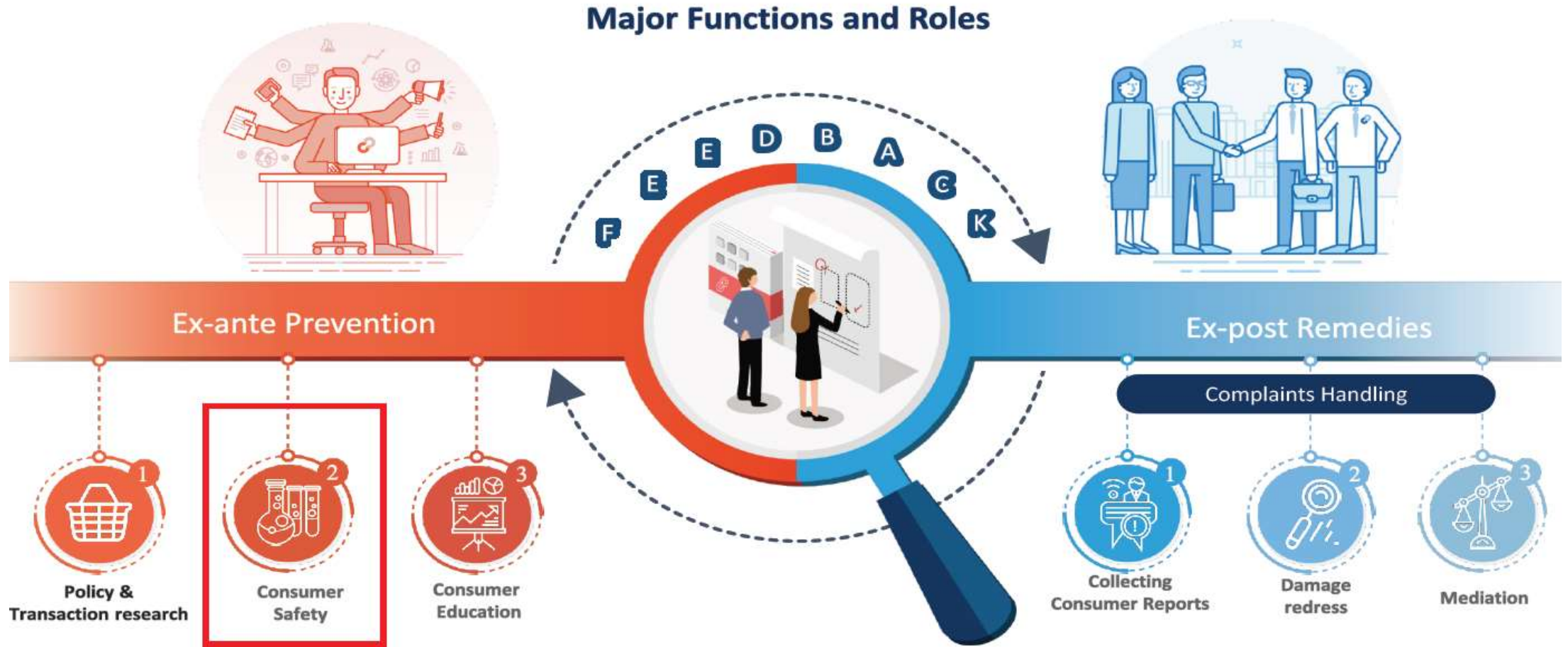
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Consumer Safety System in Korea

- Consumer safety policies in Korea are established and implemented by the KFTC and is assisted by the KCA. (Framework Act on Consumers)



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Consumer Safety Center at KCA



Framework Act on Consumers Article 51(Establishment of Consumer Safety Center)

- (1) In order to assist the consumer safety policies, a Consumer Safety Center shall be established in the Korea Consumer Agency.
- (2) The Consumer Safety Center shall have a director, and matters relating to its organization shall be prescribed by its articles of association.
- (3) The duties of the Consumer Safety Center shall be as follows:
 1. Collection and handling of information on dangers or injuries pursuant to Article 52;
 2. Research and study necessary to secure consumer safety;
 3. Education and public relations related to consumer safety;
 4. Recommendation for correction of any defect in dangerous goods, etc.;
 5. International cooperation concerning consumer safety;
 6. Other business matters relating to consumer safety.

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Task of consumer Safety Center at KCA




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Test Evaluation and Inspection



Safety Test & Information

Consumer Product & New Product Test
Information Provision



Test System

Operating 50 Laboratories



Product Quality Comparison Test

For Consumers' Informed Decision

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Consumer Injury Surveillance System (CISS)

➤ To systematically collect and monitor injury information, KCA operates the CISS.



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Consumer Injury Surveillance System (CISS)



- The function of CISS can be divided into 3 parts.
 1. Collecting Injury information.
 2. Analyzing and investigating the collected data.
 3. Providing consumers with safety information
- Thus, the CISS information infrastructure consists of three connected systems that function together.

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CISS Monitoring Channel

COVID-19

Monitoring Channel	Year 2018	Year 2019	Year 2020	Year 2021	Year 2022
Organs submitting information on dangers and injuries	45,897	47,880	39,209	44,274	51,982
	63.7%	65.6%	56.0%	59.8%	66.1%
Consumer counselling & Damage redress	20,959	19,494	20,559	17,694	16,500
	29.1%	26.7%	29.4%	23.9%	21.0%
Consumer reporting	695	775	2,699	7,448	5,208
	1.0%	1.1%	3.8%	10.1%	6.6%
Related bodies	3,856	3,866	6,536	3,153	3,344
	5.3%	5.3%	9.3%	4.3%	4.3%
Others	624	992	1,019	1,431	1,557
	0.9%	1.3%	1.5%	1.9%	2.0%
Total	72,013	73,007	70,022	74,000	78,591
	100.0%	100.0%	100.0%	100.0%	100.0%

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Trend of Consumer Safety Accidents in CISS

Consumer Products		2018	2019	2020	2021	2022
1	Injection	172	160	159	9,929	5,222
2	Tile flooring	2,852	2,833	3,164	2,942	3,634
3	Bed	2,696	2,839	2,029	1,894	2,625
4	Bicycle	732	1,082	1,733	1,750	1,941
5	Wood flooring	1,504	1,532	1,830	1,461	1,884
6	Plastic flooring	1,977	1,744	1,840	1,525	1,810
7	Personal Mobility	263	297	819	955	1,331
8	Healthy food	27	88	101	2,480	1,158
9	Kickboard	632	887	1,051	852	989
10	Children's bicycle	433	560	839	796	985
11	Sofa	728	846	858	813	885
12	Other mobility	1,125	1,196	841	707	884
13	Other toy	518	639	571	827	871
14	Refrigerator	680	894	1,163	944	865
15	Water purifier	956	1,251	2,052	773	758
16	Cellphone	340	660	763	707	747
17	TV	420	799	772	801	683
18	Sedan	1,539	1,025	1,572	599	655
19	Wooden door	1,121	1,267	962	617	654
20	Air conditioner(Fixed)	422	462	869	582	630

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Trend of Consumer Safety Accidents in CISS



	Risk/Hazardous Type	2018	2019	2020	2021	2022
1	Slipping	13,870	13,109	13,874	12,353	16,133
2	Risk from food ingestion	9,084	8,711	8,980	11,341	12,112
3	Products defects and out of order	6,019	8,827	12,565	10,115	9,354
4	Falling	5,380	6,777	5,389	4,970	7,046
5	Medical procedures and drugs side-effects	364	224	215	9,982	5,276
6	Foreign substances in food	4,611	4,441	4,389	3,608	4,187
7	Poor finish processing of the product	2,113	2,703	2,954	2,333	2,719
8	Product rupture, breakage, and bending	2,206	2,577	2,761	2,321	2,567
9	Bump	7,448	6,631	2,395	1,982	2,556
10	Pressing/Stucking	2,428	2,960	2,137	1,564	1,931

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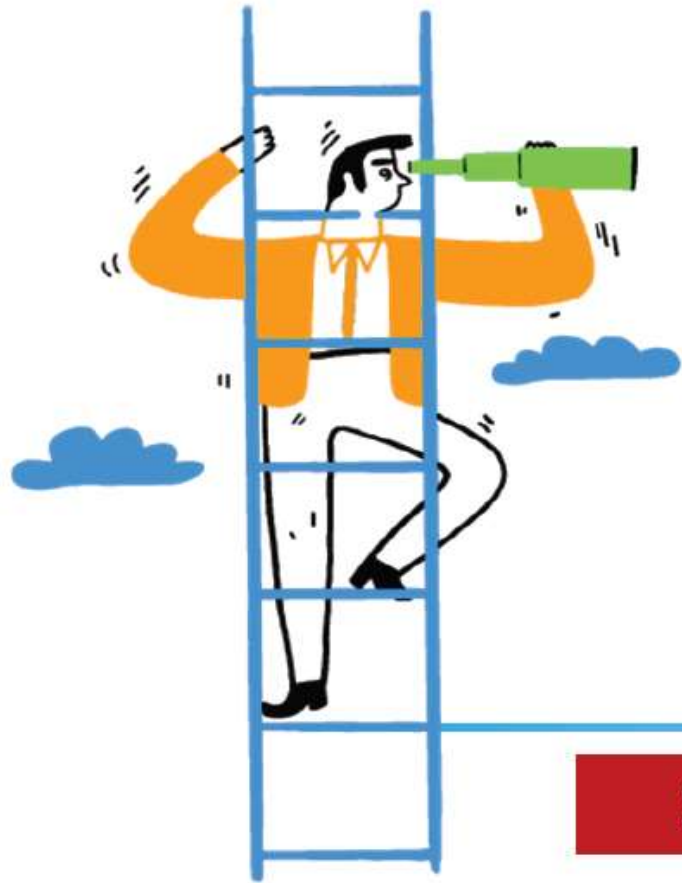
Consumer Counseling and remedy of damage

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Consumer Counselling / Redress

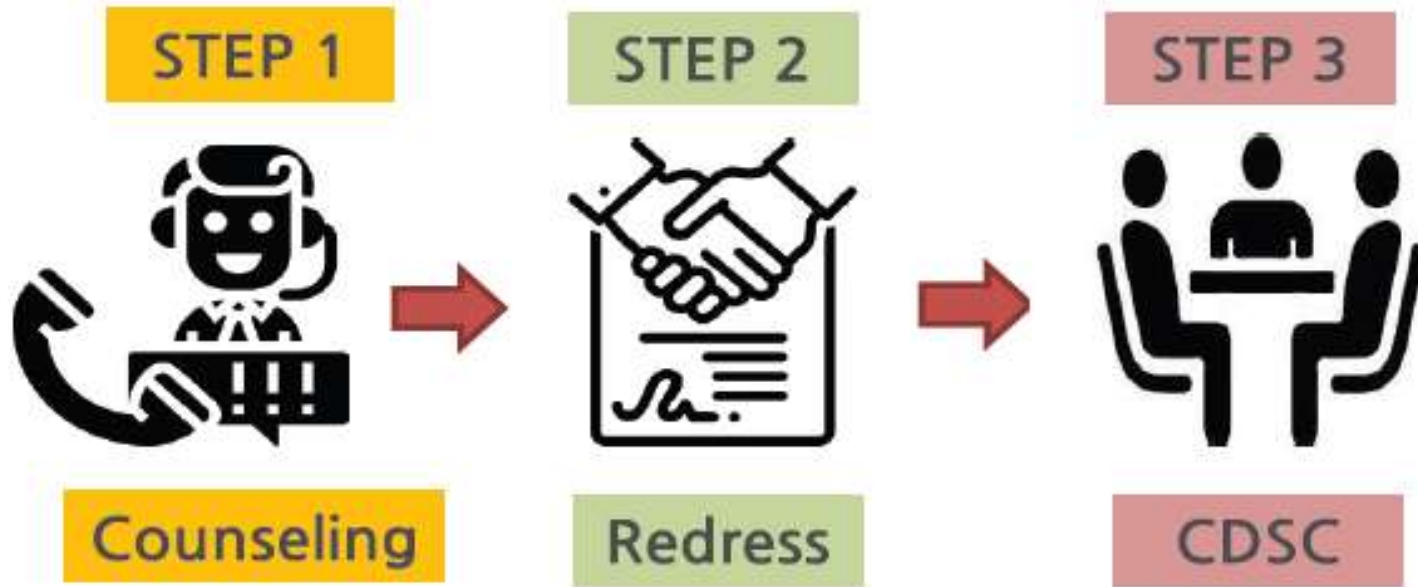


- Investigation
- Adds up missing (K) part
- Evidence
- Negotiation
- Giving Information

Seeking FAIR Compensation plan

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How KCA is doing this



**By 3 steps of Consumer
Dispute Resolution**

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Handling parties and Roles

- National Consumer Call Center(1372)



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Consumer Counselling – Channel of Application



	by phone	online	Fax, Mail	On site
The Number of Cases	439,941 (79.2%)	89,922 (16.2%)	20,980 (3.8%)	4,533 (0.8%)

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Top 10 Counselling items

Rank	Item	No. of cases	%
1	Fake investment advisory service	17,836	3.2
2	Gym	15,346	2.8
3	Mobile phone service	13,630	2.5
4	Smartphone	7,257	1.3
5	Jumpers, jackets	6,635	1.2
6	Water purifier rental	6,403	1.2
7	Air passenger transport service	5,914	1.1
8	Noodle bags (ramen, etc.)	5,623	1.0
9	Courier/freight service	5,549	1.0
10	High speed internet	5,395	1.0

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Consumer Damage Prevention



- The ideal remedy for damage is to PREVENT the same damage from occurring again, how:
 1. The use of Media;
 2. To hold joint workshops with related ministries, joint press release; and
 3. Notification of Violation to the competent district office - district offices, police, and prosecutors' offices with administrative and law enforcement authority;

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ADR and consumer dispute settlement

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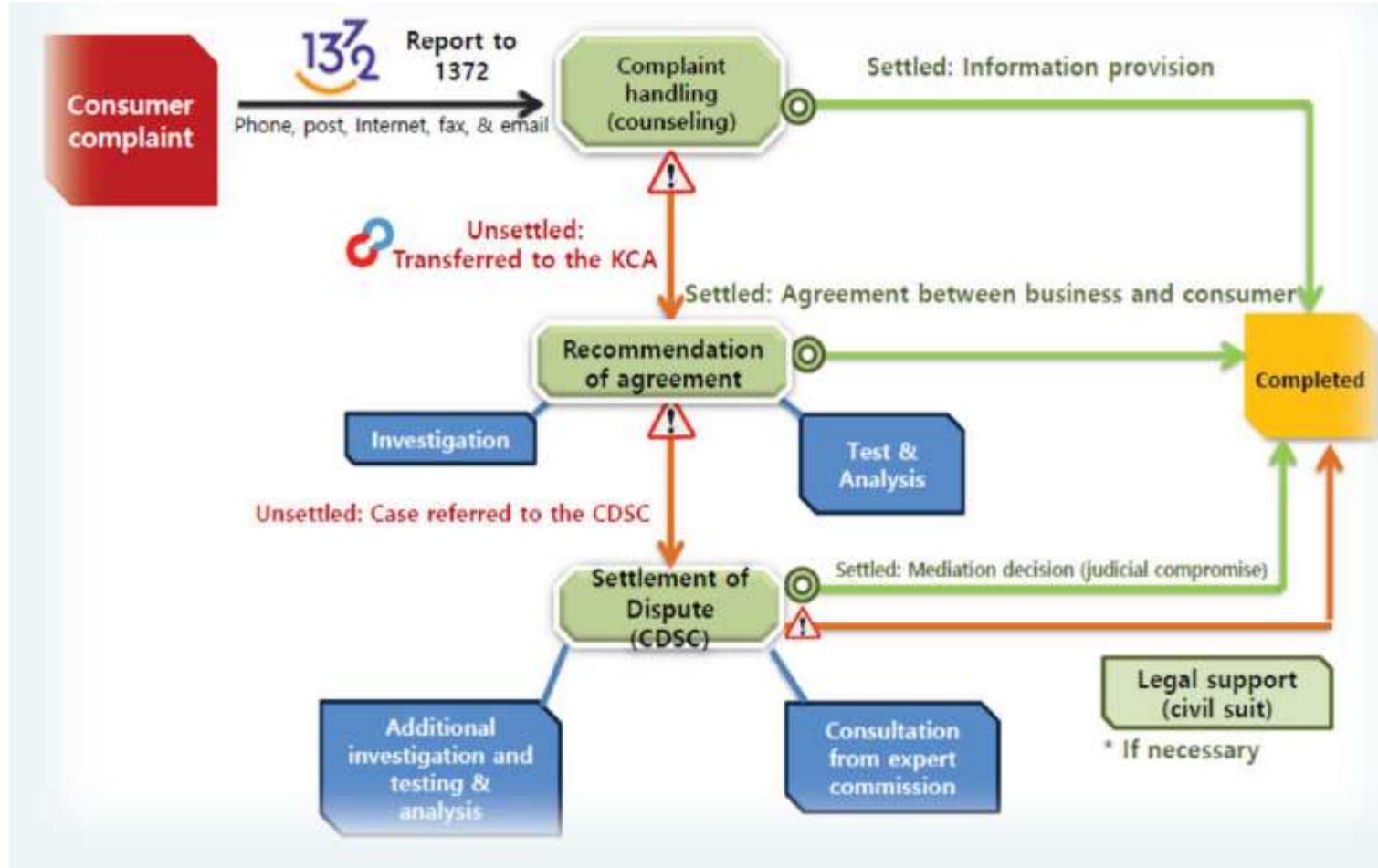
Three level process of consumer Dispute Resolution

- A wide range of dispute resolution processes and techniques that parties can use to settle disputes with the help of a third party



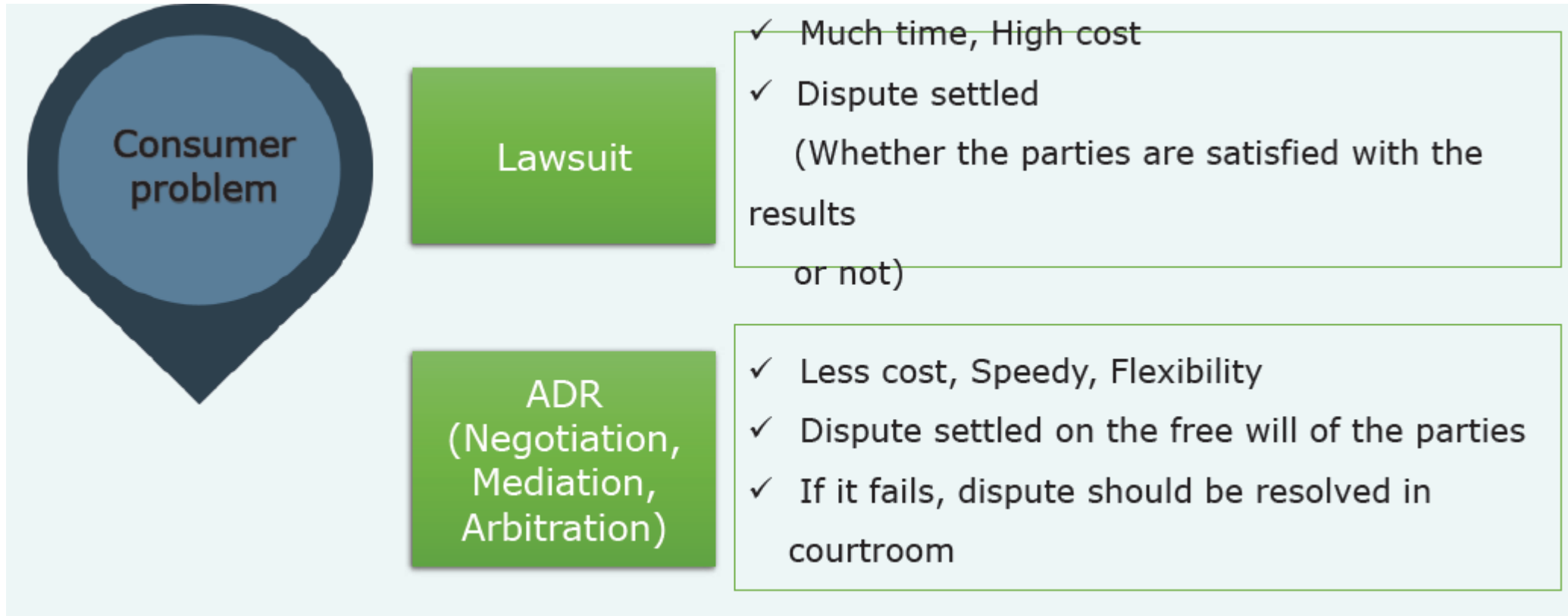
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Three level process of consumer Dispute Resolution



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Benefits of ADR



Consumer Dispute Settlement Commission (CDSC)

- The CDSC is a quasi-judicial authority that reviews consumer dispute cases and make settlement decisions.
- The dispute resolution of the CDSC is the last resort for resolving disputes between the parties before the judicial remedy process is carried out by the court.
- The proposal of settlement recommendation the CDSC makes does not have legal binding force.

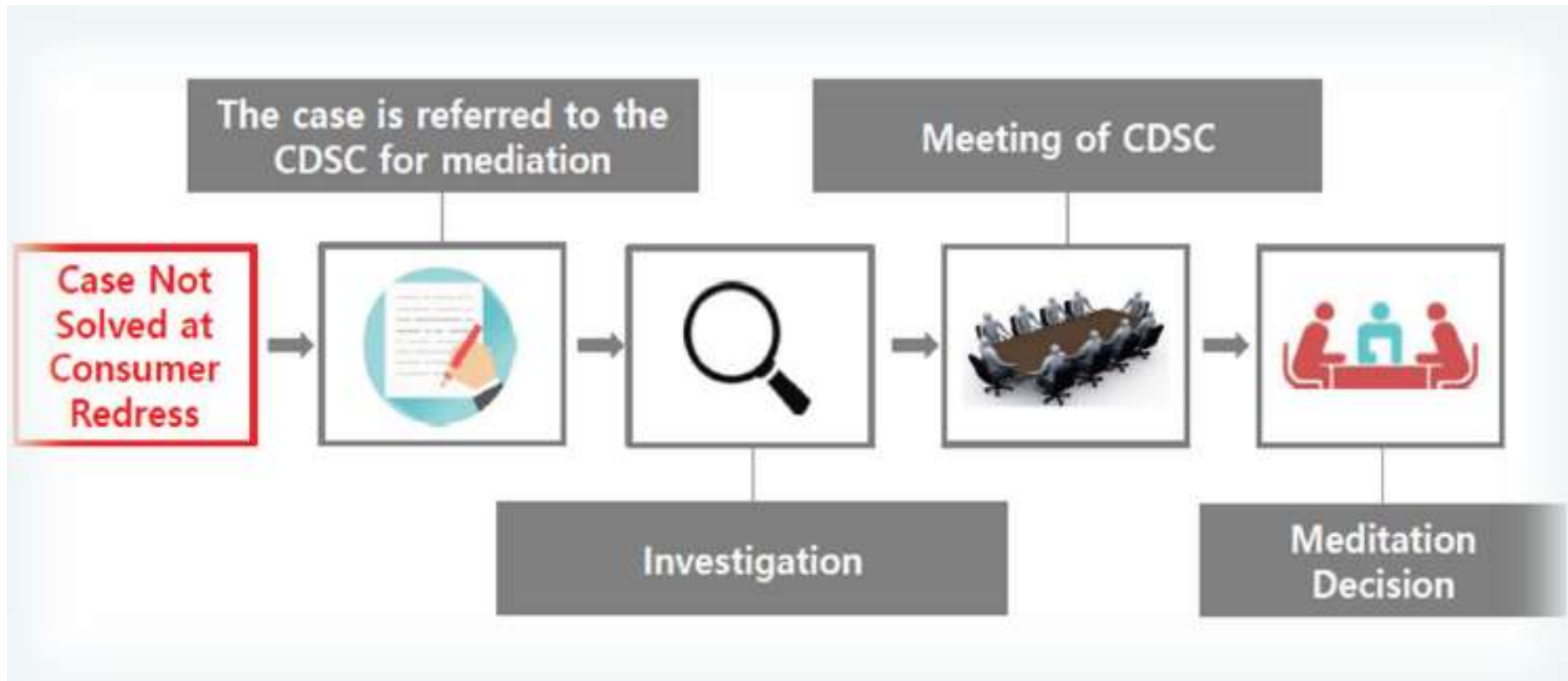
- CDSC deals with consumer disputes that are not solved at the level of consumer redress



- Consumer Dispute Settlement is an alternative way to civil lawsuit that costs a lot and takes much time.

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Consumer Dispute Settlement Commission (CDSC)



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Fair Trading investigations

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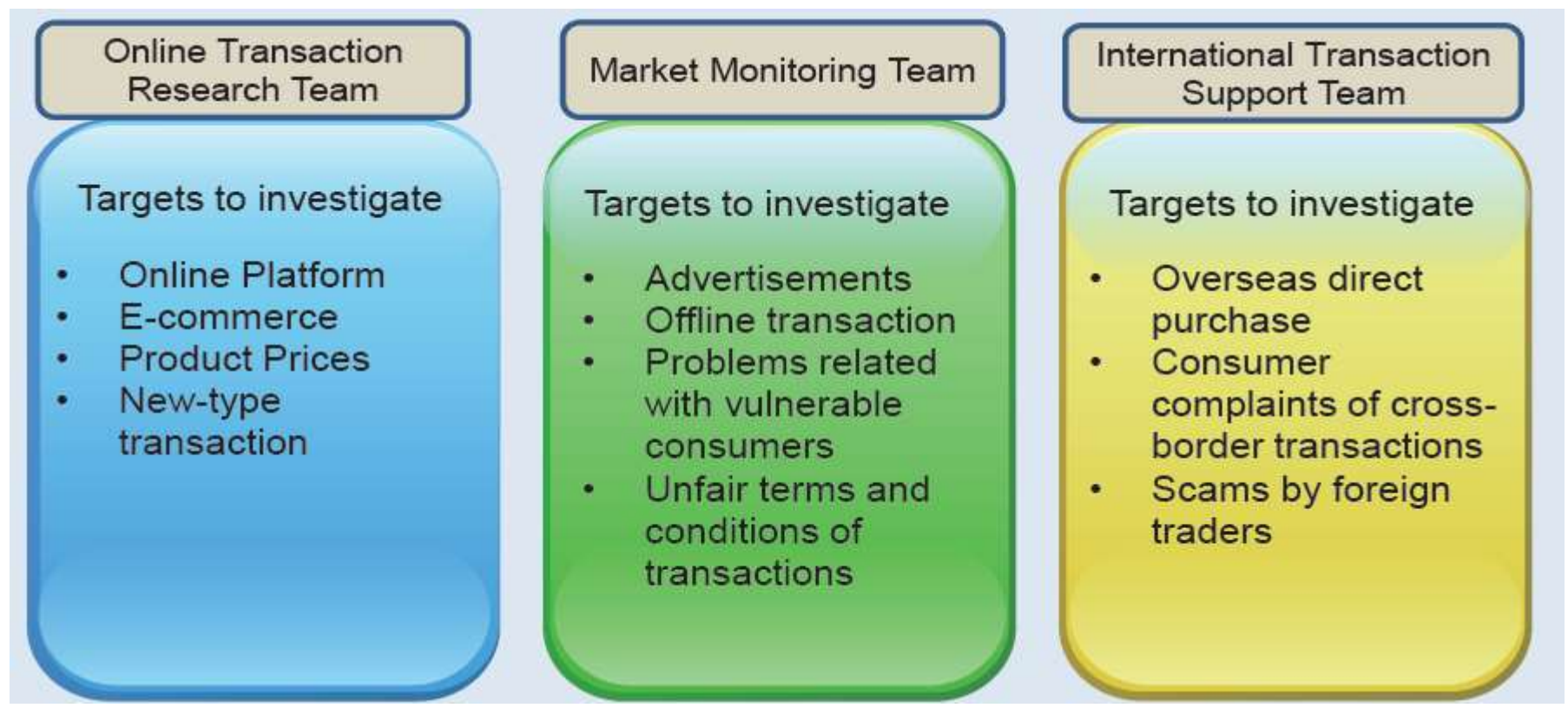
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Fair Trading investigations:

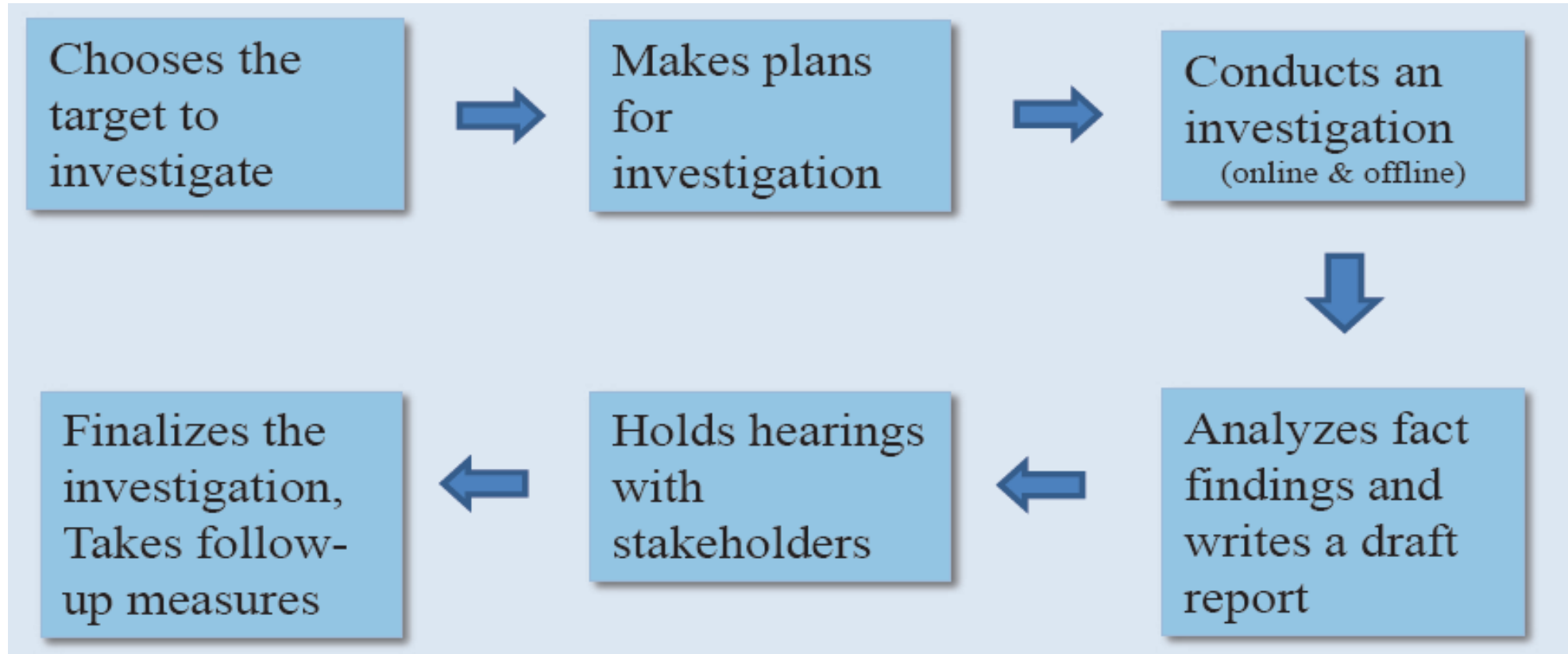
- **Definition:** A series of activities that identify factors disadvantageous to consumers such as unfair terms, false advertisements and excessive product prices in the marketplace
- Includes follow up measures to correct unfavorable trade conditions for consumers based on the results of the investigation
- **Purpose:** Aims to prevent and reduce consumer damages that could happened in the transactions between business and consumer

KCA's Department of Market Investigations

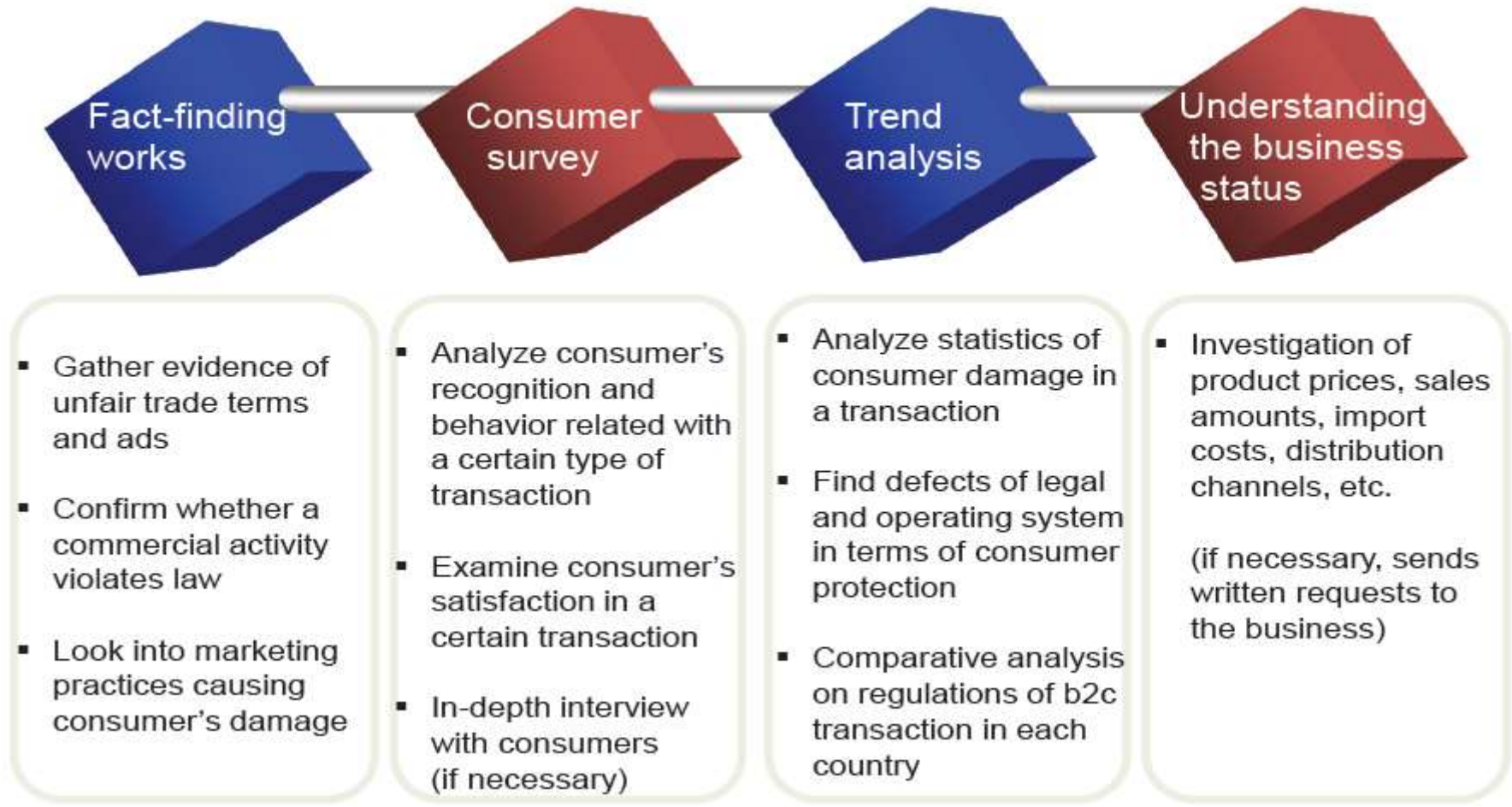


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Investigations Procedure



Method and content of Investigation



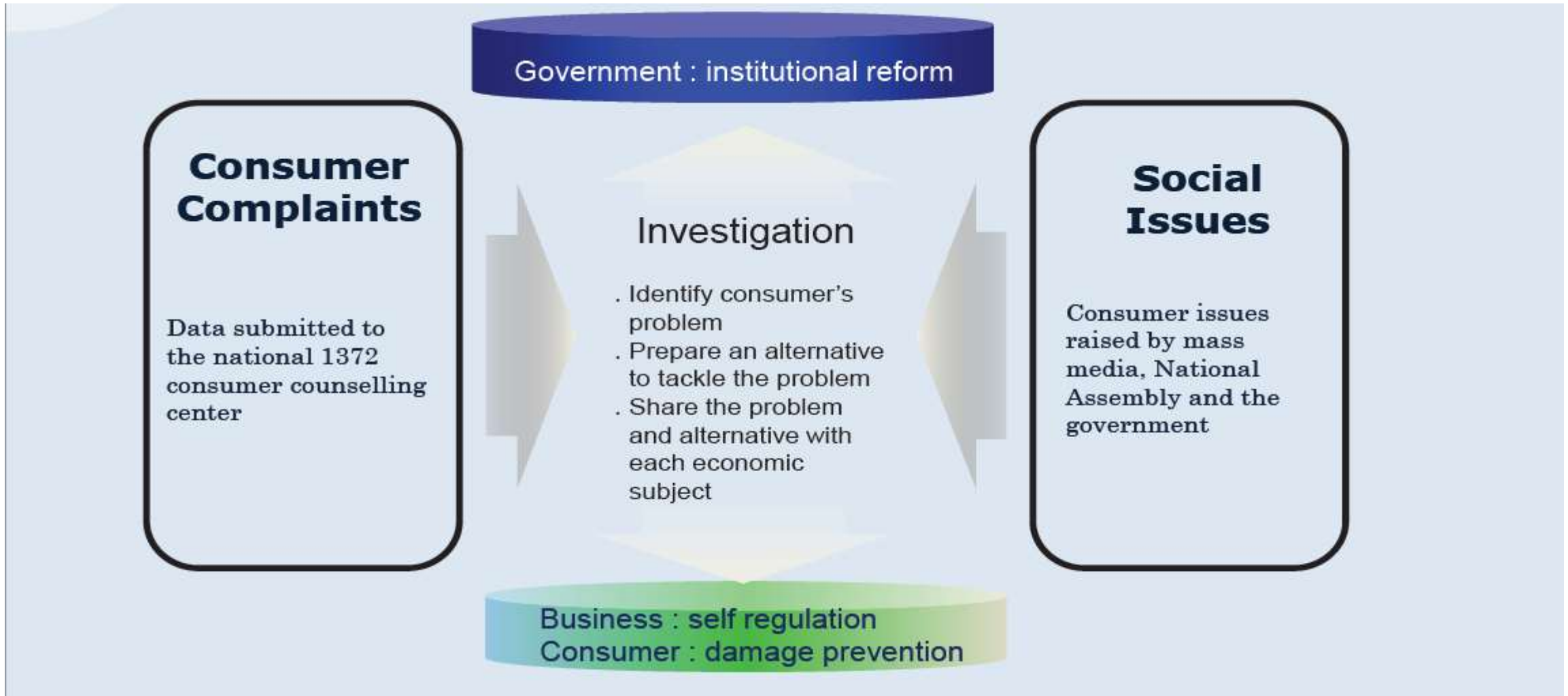
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Follow-up measures



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Summary of Investigations Procedure



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Cross border consumer disputes

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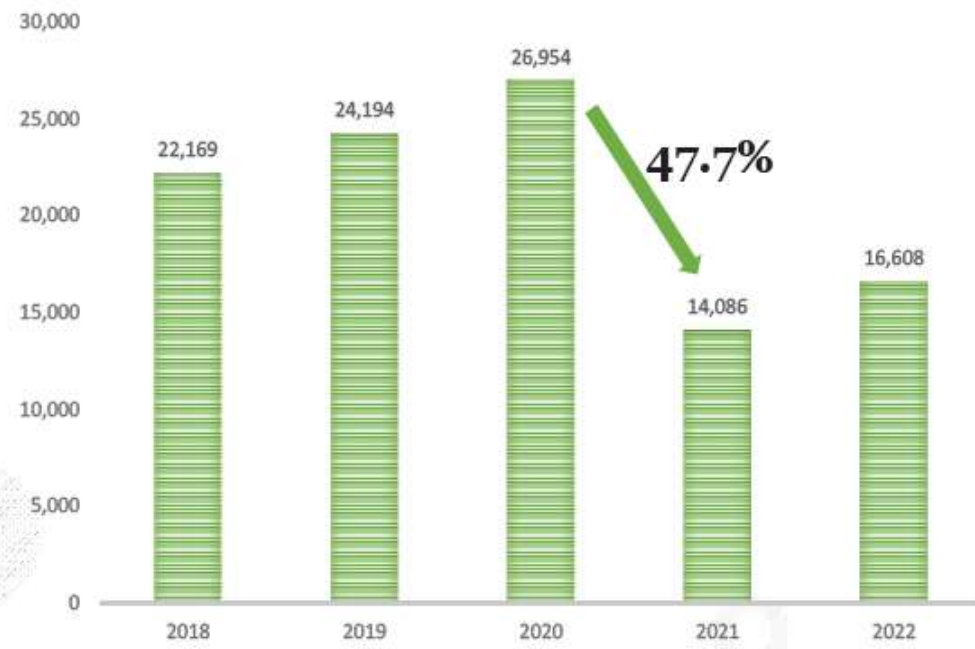
Cross-Border Consumer Transactions



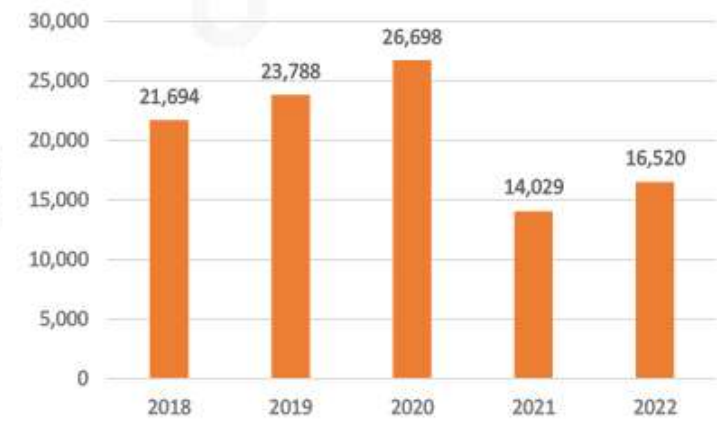
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Cross-Border Consumer Damages

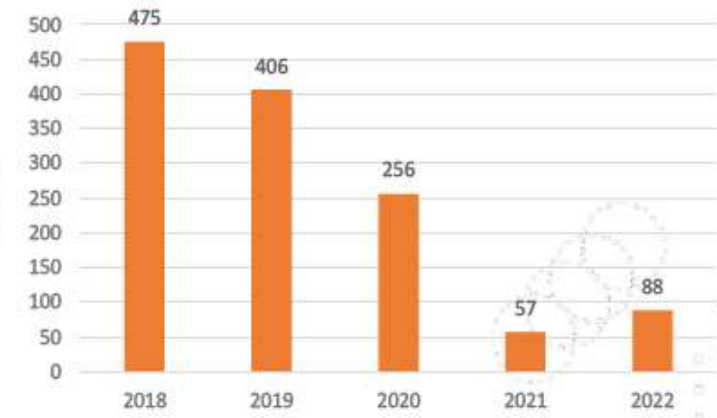
No. of complaints filed at KCA



Online



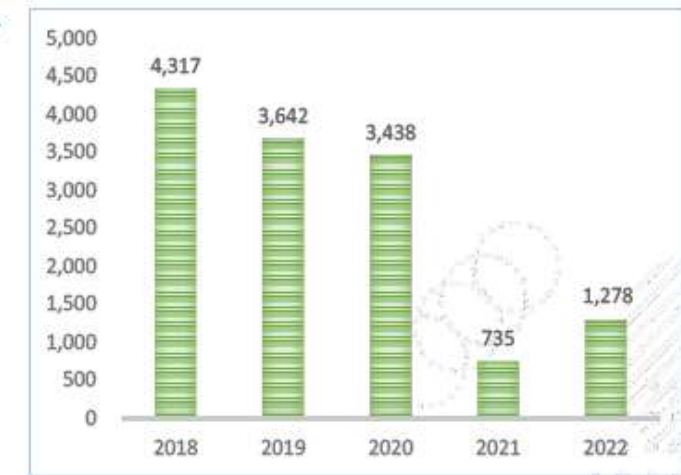
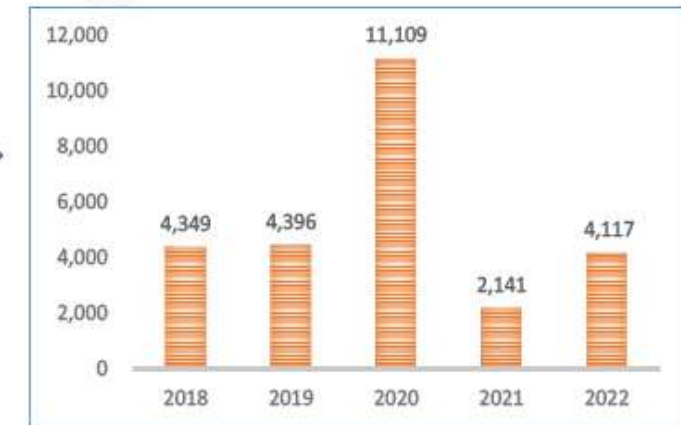
Offline



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Cross-Border Complaints by Item

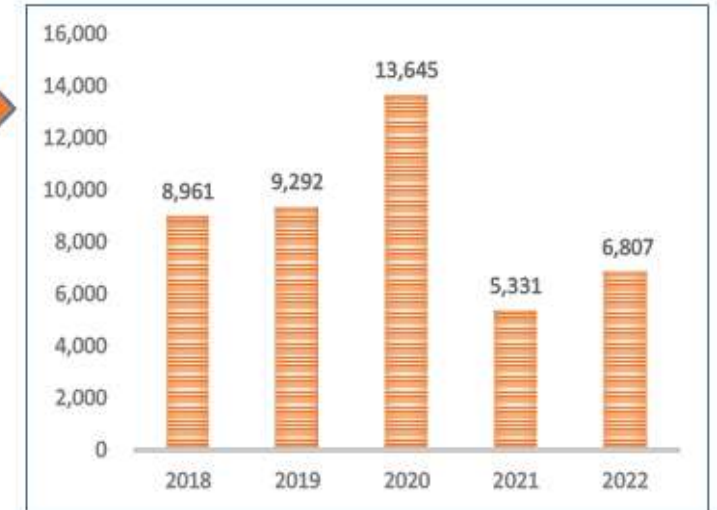
	2018	2019	2020	2021	2022
Apparel Shoes	5,492	6,435	4,183	4,114	4,649
Airline Tickets & Airline Services	4,349	4,396	11,109	2,141	4,117
IT & Home Appliances	1,716	2,184	1,564	1,305	859
Hobby Goods	868	749	801	1,145	746
Personal Goods(Accessories)	1,820	1,671	1,240	1,097	1,185
Household Goods	877	764	910	794	825
Accommodation	4,317	3,642	3,438	735	1,278
Food & Medicine	485	1,217	663	479	527
ICT Services	175	418	430	461	311
Cultural & Entertainment Services	259	678	337	315	167
Other Services	310	509	589	214	264
Cosmetics	168	170	223	172	268
Others, etc.	1,300	999	1,046	616	909
Total	22,136	23,832	26,533	13,588	16,105



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Cross-Border Complaints by Reason

	2018	2019	2020	2021	2022
Cancellations - Refund delays and rejections	8,961	9,292	13,645	5,331	6,807
Non-delivery, delayed delivery	2,230	2,965	3,038	2,386	2,216
Product defects, quality & repair	1,754	2,666	2,072	2,161	1,787
Penalties - Fees unjustified charges	3,566	4,075	4,004	1,776	2,669
Contract defaults	1,862	2,410	1,826	720	1,275
Loss of seller contact, site closure	1,591	767	884	470	729
Advertising	249	286	265	304	260
Payment-related	422	542	326	245	270
Others, etc.	1,534	1,191	894	693	595
Total	22,169	24,194	26,954	14,086	16,608



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Cross-Border Complaints Sample



Refunds delays

Having purchased an airline ticket, a consumer was informed that the flight was canceled. He requested a refund of the airfare but the refund was not processed over several months.

Unjustifiable fees charged

A consumer purchased three items of clothing from an online store and requested to cancel the purchase due to delayed delivery. But the seller charged cancellation fees of KRW 5,000 per item.

Delivery related

A consumer purchased an action figure from an overseas online shopping mall and had the product delivered by a shipping agency. The product arrived damaged but the shipping agency denied responsibility.

Repair

A consumer purchased an electronic product from an overseas online store but the product went malfunctioned during normal use. The local dealer in Korea refused to provide a repair.

Contract defaults

A consumer booked an accommodation through an overseas travel agency, but a few days before the check-in date, the hotel canceled the reservation insisting that the price had been incorrectly noticed.

Lost contact with seller, site closure

Tempted by YouTube ads, a consumer purchased clothing from an overseas store but the item never arrived. The website was subsequently shut down and the seller cut off all communication with the consumer.

Payment-related

A consumer signed an one-year contract to use a video conferencing service from an overseas provider, but the contract was automatically renewed after one year without the consumer's consent.

Advertising

A consumer purchased clothing from an overseas online store, but the product was not as advertised. When the consumer requested for return, the seller demanded him(her) to pay for return shipping fees.

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Cross-Border Complaints by Country



United Kingdom 121

Myprotein, Skyscanner...

Czech Republic 137

Kiwi.com...

Vietnam 160

Vietjet, Vietnam Air...

Spain 163

eDreams, Travelgenio...

Netherlands 189

Booking.com, Budget Air...

Sweden 291

MyTrip, GoToGate...

Malaysia 481

AirAsia, Malaysia Airlines...

China (Hong Kong) 501

Aliexpress, Klook...

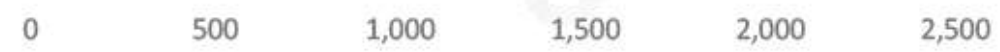


United States 1,026

Hotels.com, MallTail, Airbnb, Expedia...

Singapore 2,078

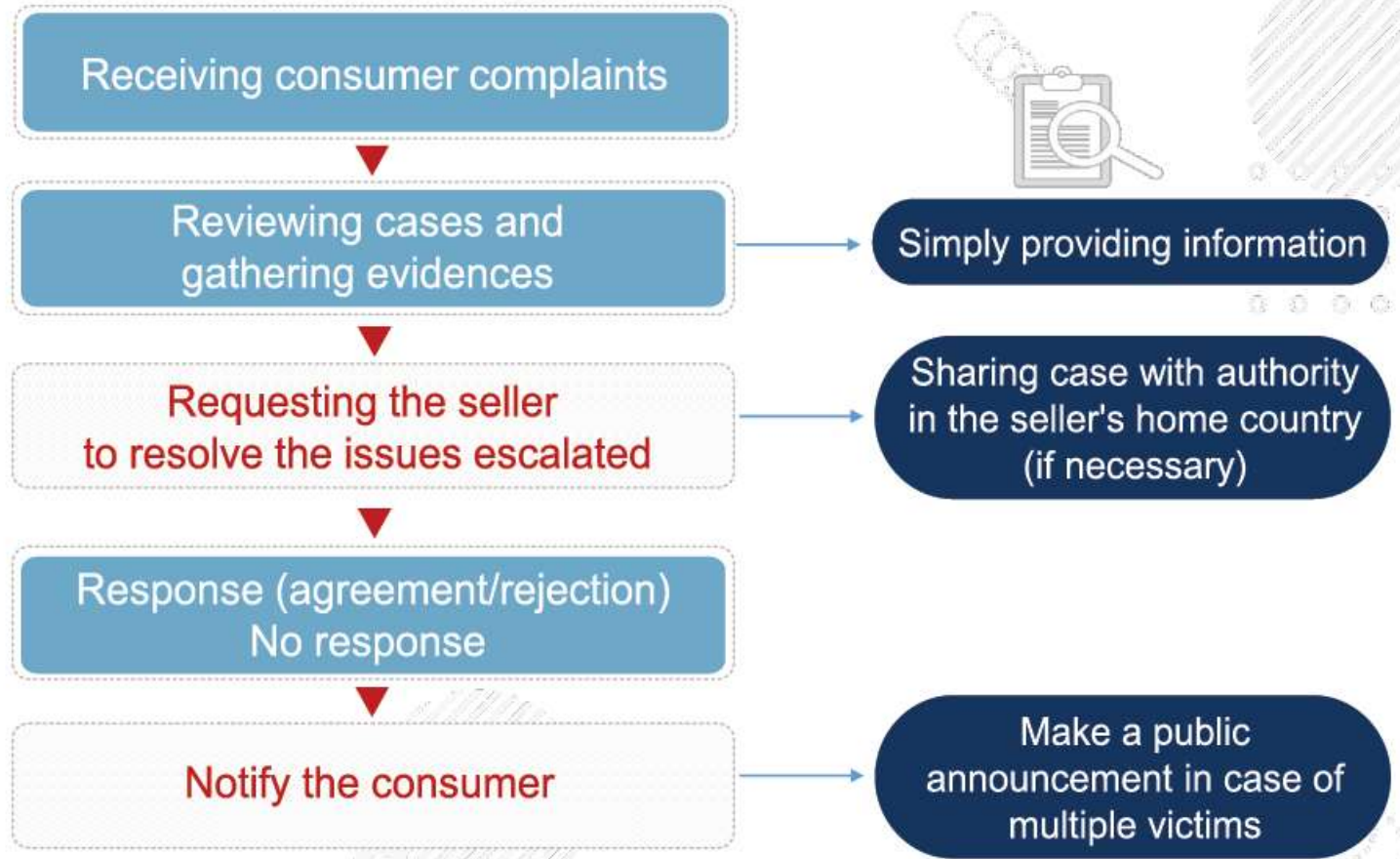
Trip.com, Agoda, Qoo10, Scoot Airlines...



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How to Redress Consumer Damages

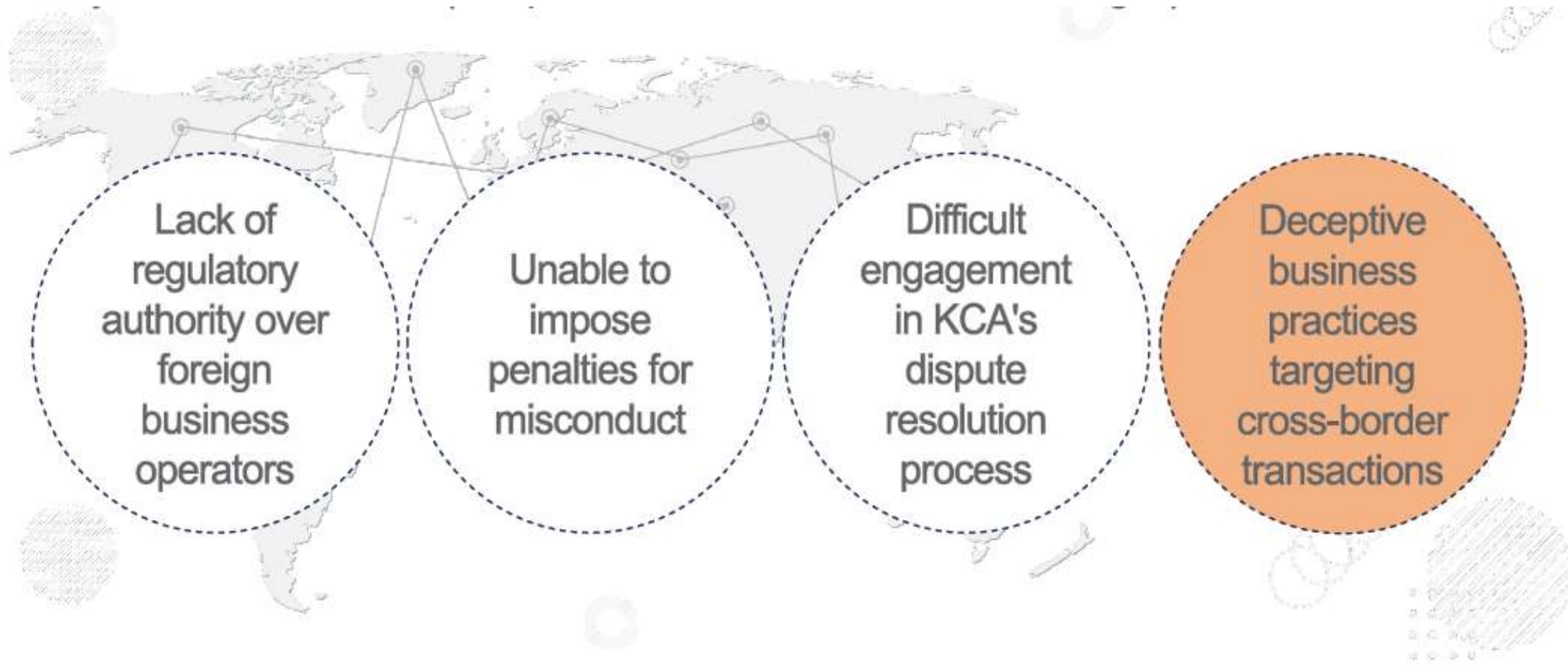
How are we handling complaints?



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Cross-Border Consumer Damages

- Why they are harder to resolve compared to domestic consumer damages



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How to Redress Cross-Border Consumer Damages

Building collaborative relationships with foreign consumer agencies/authorities

14 organizations signed the MOU

- 2015 NCAC (Japan)
- 2016 CBBB (U.S.)
- 2017 CASE (Singapore)
- 2018 CTSI (UK)
- 2019 Consumer Council (Macao)
- 2019 DCP (Taiwan)
- 2021 NCPA (Indonesia)

- 2015 VCCA (Vietnam)
- 2016 OCPB (Thailand)
- 2017 HKCC (Hong Kong)
- 2018 O'IHHQJF (Uzbekistan)
- 2019 AFCCP (Mongolia)
- 2020 NCCC (Malaysia)
- 2022 DTI (Philippines)



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Current Problematic Issues

Scam ads via SNS such as YouTube attracting consumers with too-good-to-true price

Poor quality goods or completely different from ads

Create several clone websites



Refuse to cancel a purchase once paid

Demand international shipping fees for return of defective goods

Targeting consumers in multiple countries

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Case Study

Online shopping mall popped up selling fake merch upon big hits of Slam Dunk movies



Receiving consumer complaints but the seller never responded

Publication of consumer advisory



Sharing with overseas MOU organizations



Taiwan DCP Press Release

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Consumer Centered Management (CCM)

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Definition of CCM

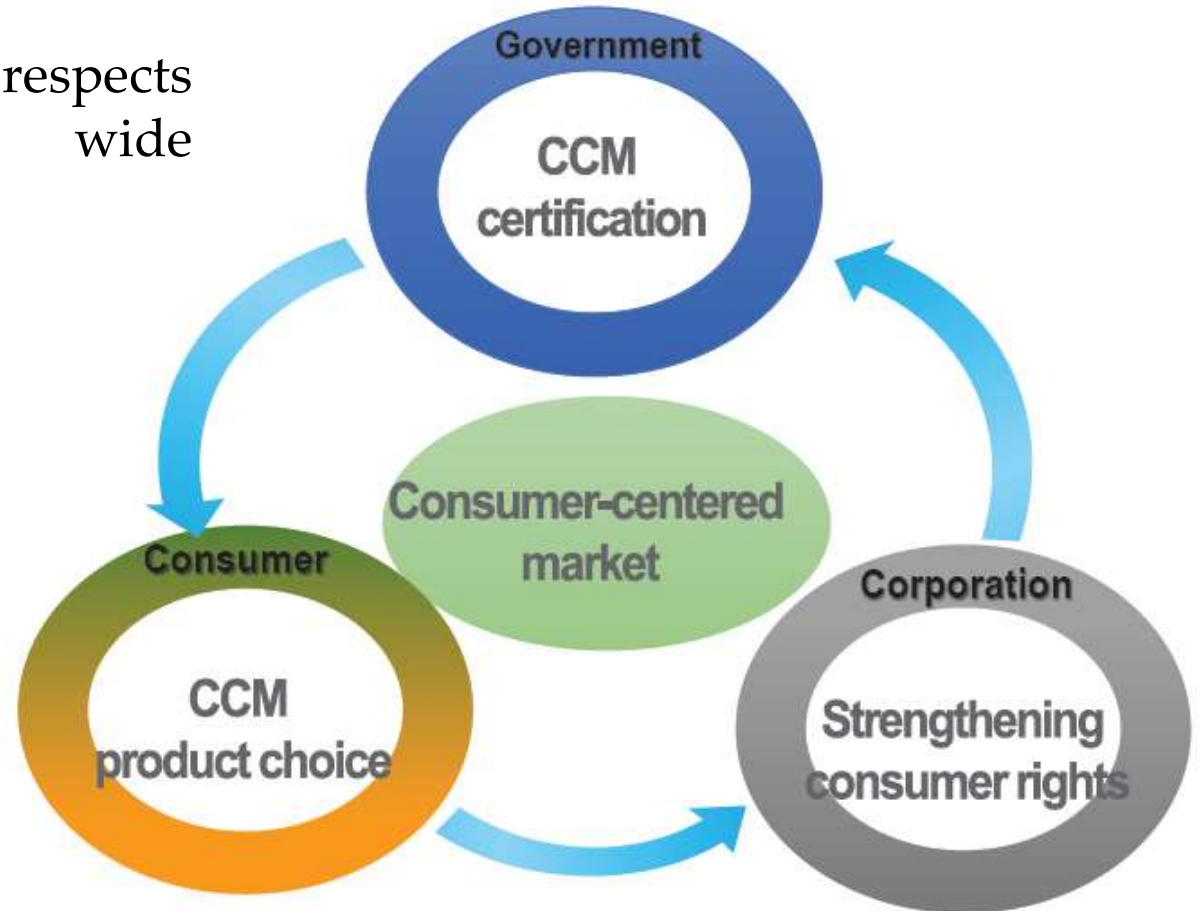
- CCM is the system for evaluating and certifying whether all activities of a company are structured from the point of view of customers -- with the customers at the center -- and whether such management is continuously improved.



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Benefits of the mark

- CCM certification system is more reliable as it is certified by the KFTC and managed by KCA.
- CCM is the symbol of a company which respects customers who are guiding the wide consumption culture



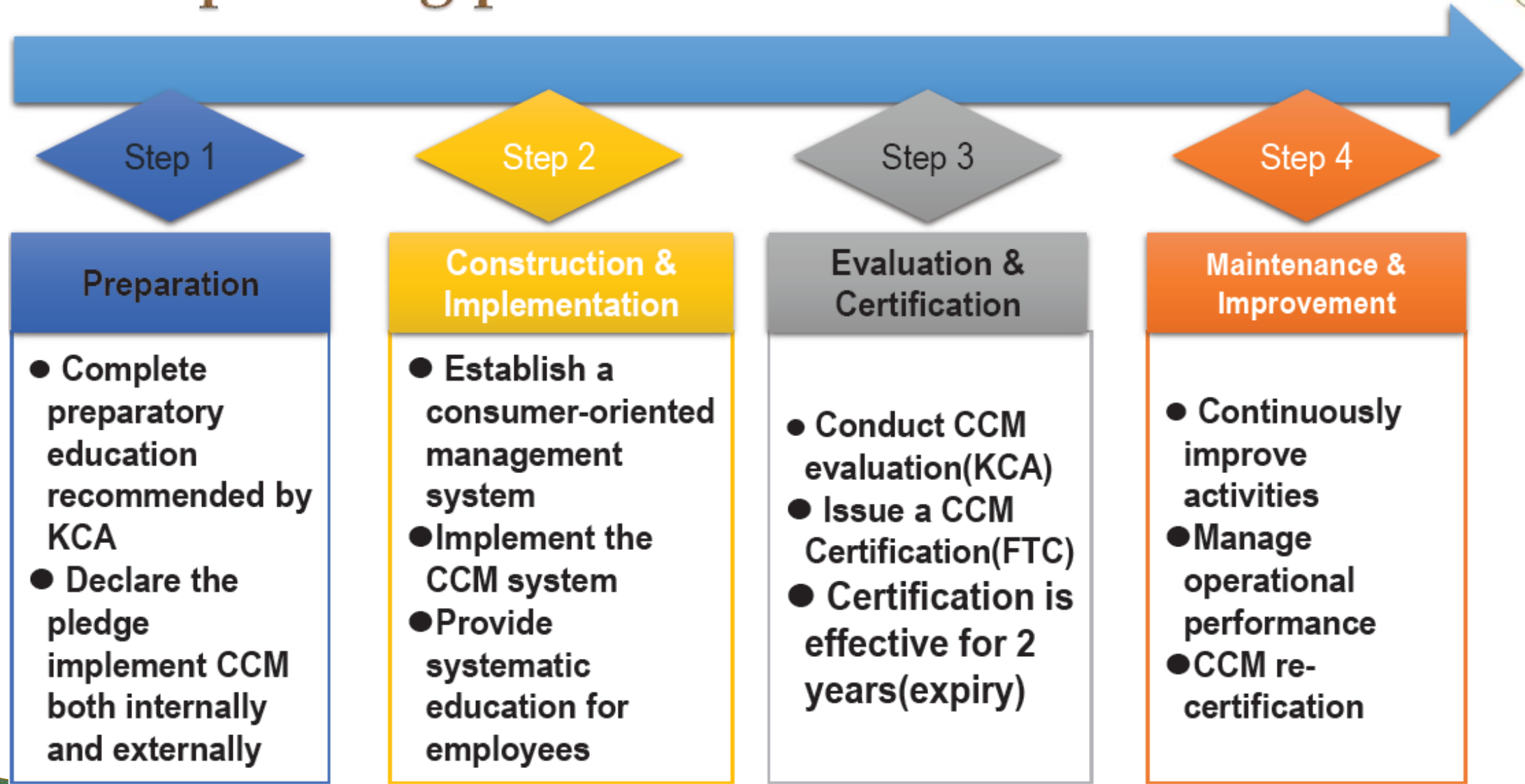
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Incentives under the CCM

Voluntary handling of consumer damage cases	<p>Notify certified companies to voluntarily handle consumer damage cases (received by the KFTC) that violate the Fair Labeling & Advertising Act, the Door-to-Door Sales Act, and the Act on Consumer Protection in Electronic Commerce.</p> <p>→ If consumers accept the results, companies would be exempted from the KFTC's additional investigation and examination procedure.</p>
Soften regulatory measures	<ul style="list-style-type: none">• Lighten sanctions if certified companies receive declaration order due to violating consumer-related laws and regulations, such as the Fair Labeling & Advertising Act.
Reward for excellence	<p>Grant reward to certified companies and interested parties.</p>
Grant authority to use certification mark	<ul style="list-style-type: none">• Grant authority to certified companies to use the certification mark.• Allow certified companies to post the certification mark at workplaces and to use in promotion materials and advertisements.

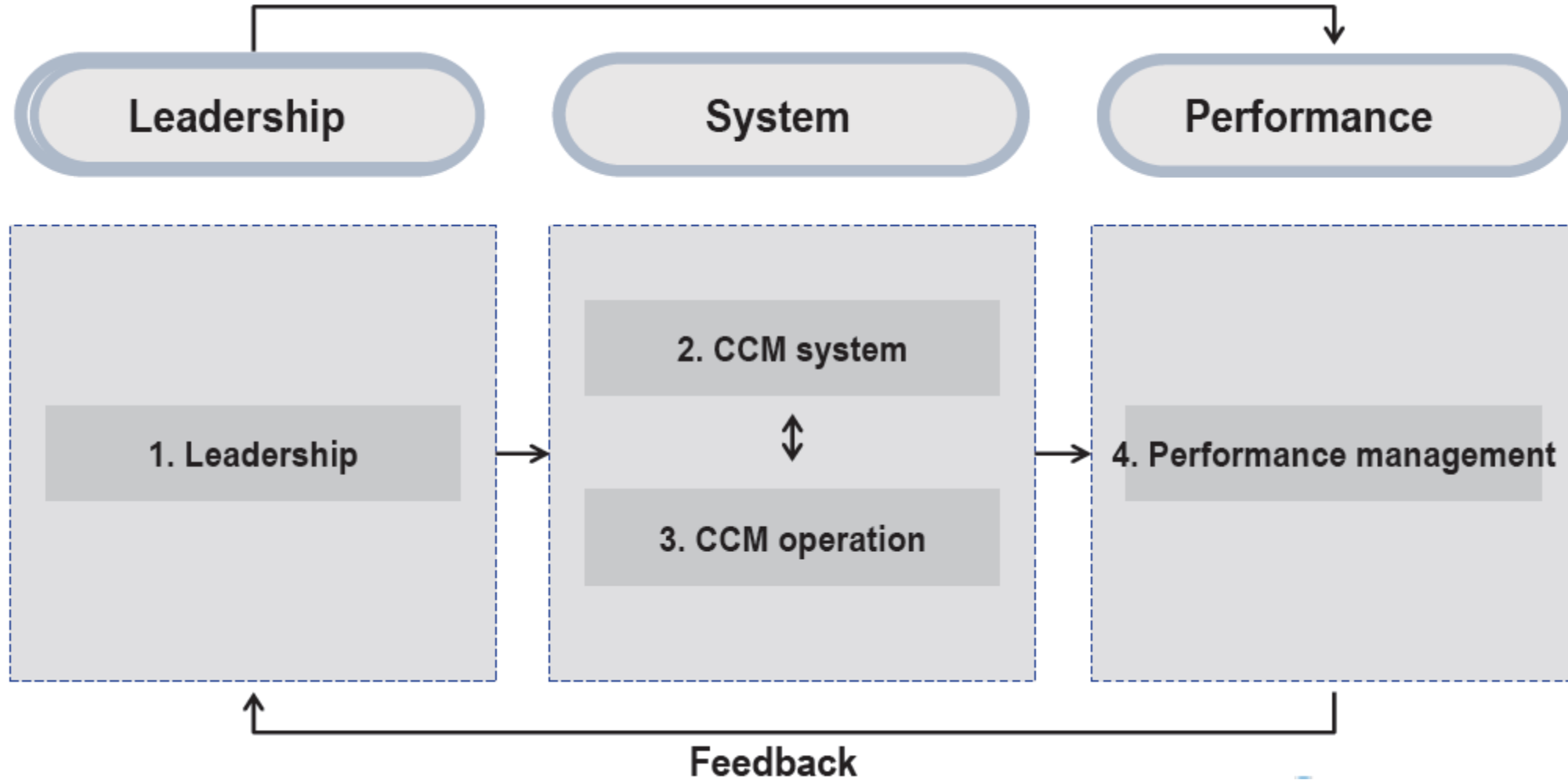
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CCM operating procedure



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CCM Evaluation system



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CCM certification Mark



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CCM Certified Companies



219 certified CCM companies
(as of Jan. 1, 2023)

- 118 large-sized companies
- 51 SMEs

Logos visible include: CUCHEN, Suomi, (주)오수의나라 수오미, HAEMAFOOD, KIA, 한진, 경남에너지주, 중바다, NUC, NUC Electronics Co., Ltd., Pulmuone, GS칼텍스, coway, 체리부로, 5월생명보험주식회사, univera 유니베라, Shinwoo PALMATEX 신우팜라텍스, CJ 오쇼핑, 비알코리아(주), Sunjin, 농협생명보험(주), ex 한국도로공사, Y야쿠르트, CJ, 삼천리, InSung KATHVILL, ocoo all in one cooking system, BO 교보생명, CJ, ASHIDA MIWA Designer Lingerie 주석회사 동경모드, 경동나비엔, genic ONE and ONLY, 노랑풍선 www.y8tour.co.kr, Dr. Chung's Food, Levi's, 농심, GS SHOP, FOODMERCY, BGF, SINDOH 시트다크, LOTTE DEPARTMENT STORE, DAEKYO, KORAIL, 삼성전자 SAMSUNG, NS NS 홈쇼핑, 비알코리아(주), 동양/매직, DAESANG, SHINSEGAE, FUJI XEROX, AJ 에이제이(주), KORAIL 코레일유통, HNT 하나투어, ORGA WHOI F FOODS, 현대Hmall, Best 부천시설공단 Bueon City, Environment, Satisfaction, Technology

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Consumer Education and information

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Consumer education and information provision content collection and delivery system



Occurrence of consumer problems

- Cases of damage redress and dispute mediation of KCA
- Case of 1372 Consumer Counselling Center
- CISS (Consumer Injury Surveillance System)



Production of teaching and information materials (KCA)

- Analysis of major damage cases
- CISS case analysis
- Analysis of overseas consumer issues
- Consumer safety and market research
- Price comparison information ("True Price:)
- Price comparison information



Consumer education and information provision

- Education (face-to-face/non-face-to-face)
- Press
- Social media
- Education platform of related organizations

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Consumer education - Education by target Consumer



Minor consumers



Main Contents:

Transaction competency (information search/problem solving plan),
consumer safety education,
financial competency,
citizen competency



Adult consumers

Major contents :

consumer damages occurring many times,
new type of damage cases



Senior consumers

Major contents:

Sales method: telephone selling, door-to-door sales
Damage item: health functional foods, medical equipment
Vulnerable area: enhancing digital-literacy (digital exclusion)



Minor consumers

Problem: limitations in face-to-face education, low concentration level in learning

Solution: Teacher training on consumer education, developing interesting teaching materials, developing education video contents for youth, expanding research schools on consumer education



Adult consumers

Problem: Difficulty in face-to-face education

Solution: Provision of information through broadcasting, media, social media, famous YouTubers, and linkage with information platforms of related organizations



Senior consumers

Problem: Demand for lectures is high, but the number of lecturers is insufficient, and digital alienation is deepening

Solution: Fostering private professional instructors through consumer groups, developing textbooks on the need for digital information use, cooperation among government departments (strengthening the development of textbooks and systems focusing on the experience of elderly consumers)

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Operation of a comprehensive consumer information portal through Consumer24



Consumer24 (formerly Happy Dream Open Consumer Portal) provides customized information distributed to government, public, and private institutions and provides a comprehensive application window for damage redress organizations in order to prevent damage that may occur during consumption, and even if damage occurs, it provides support so that the damage can be easily redressed

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The End

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