



EU-China Consumer Protection Seminar

Date: 26 June 2014

Location: Jinmao Ballroom C, The Westin Beijing Chaoyang
7 North Dongsanhuan Road, Chaoyang District Beijing

08:30 -09:00 Registration

08:30 - 09:00 Meeting Commissioner Mimica /Minister Zhang Mao (VIP room)

Moderator: Mr. Jerome LEPEINTRE, First Counsellor, EU Delegation to China

09:00 - 09:30 Opening Speeches by Minister Zhang Mao and Commissioner Mimica

09:30 - 09:45 Group Photo

09:45 – 09:55 Tea Break

Moderator: Ms. QI Lan, Deputy Programme Director, Programme Consumer Protection and Product Safety, Financial Sector Reform Programme, GIZ

09:55 – 10:00 **Welcome Note by GIZ**

Mr. Immanuel Gebhardt, Director East Asia, GIZ

10:00 – 10:30 **The New European Legislation on Consumer ADR and ODR**

Overview and regulatory intent of Directive 2013/11/EU on consumer ADR and Regulation (EU) No 524/2013 on consumer ODR

Mr. Christoph Decker, European Commission, DG SANCO

10:30 - 11:00 **How Consumer ADR Works in Europe**

The current architecture and practice of Consumer ADR and ODR in Europe - the national systems

Professor Christopher Hodges

11:00 -11:30 **How Consumer ADR (ODR) Can Work in China:**

The EU-China comparative perspective

Dr. YU Ying



11:30-12:00 Questions and answers

12:00 - 13:00 Lunch

Moderator: Mr. ZHANG Daoyang, Director of 12315 Centre of Consumer Protection Bureau, SAIC

13:00 – 13:30 **Promotion of consumer complaint hotline “12315” for consumer protection**

Overview of consumer ADR implemented by SAIC system

Mr. HUANG Jianhua, Deputy Director-General of Consumer Protection Bureau, SAIC

13:30 – 14:00 **The study of ODR application in China**

Professor LI Anyu, Executive Vice President of Shenzhen Institute of University of International Business and Economics

14:00 -14:30 **ODR practice in Shenzhen City**

Ms. DU Jia, Deuty Director of Shenzhen Zhongxin E- commerce Transaction Security and Promotion Center

14:30 – 15:00 Questions and answers

15:00 - 15:30 Tea Break

15:30 – 16:00 **Consumer Protection in E-Commerce in the EU**

Status quo, key regulatory and institutional aspects and implications for EU-China cross-border transactions

Professor Christian Thorun

16:00 -16:30 **Development and future trends of E-Commerce in China**

Professor CHAI Yueting, Tsinghua University

16:30 – 18:00 **Joint Panel: ADR/ODR and E-Commerce**



EU-China Trade Project (II)

中国-欧盟世贸项目(二期)



A project funded by
the European Union

Co-chaired by Mr. Christoph Decker and Professor Christian Thorun

18:00 - 18:15 Conclusion and Closing Remark

Mr. Christoph Decker (EU) and Mr. Zhang Daoyang (China)

Support to China's Sustainable Trade and Investment System

支持中国可持续贸易和投资体系