

6th ATA Meeting, Vietnam

# Toward Creation of International Consumer Advisory Network

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## **Asia-Pacific TrustMark Alliance Meeting 2008**

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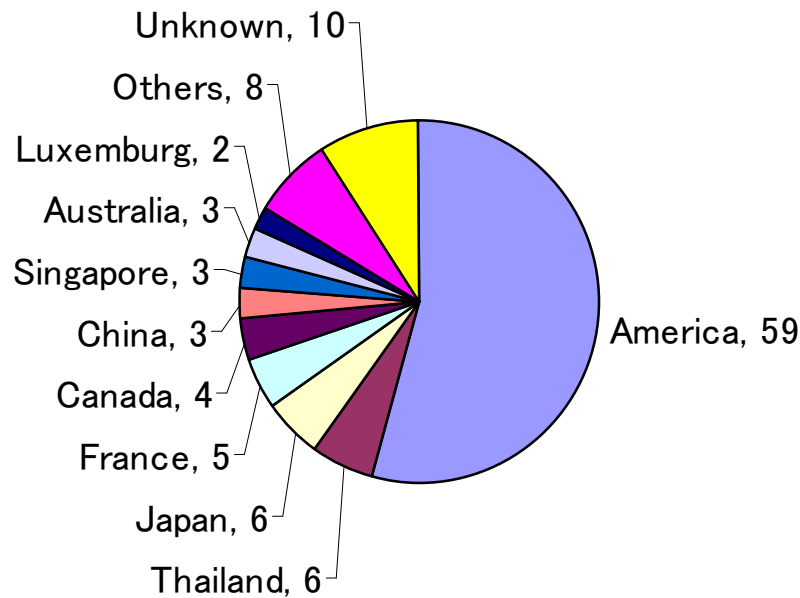


Asia-Pacific TrustMark Alliance

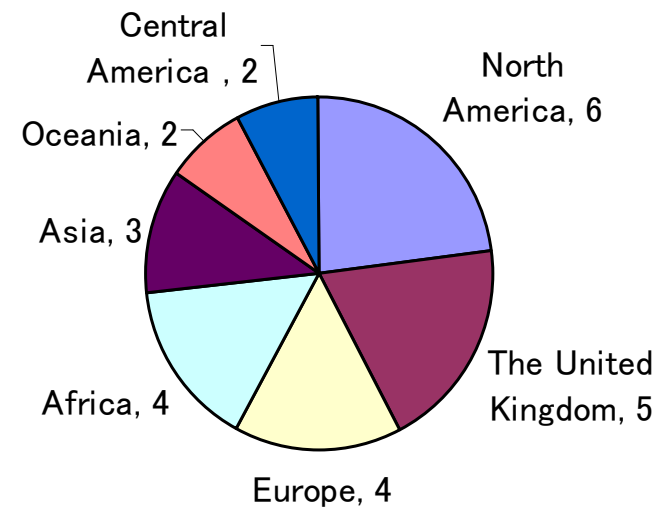
# Cross-border Complaints

Received 609 complaints. Of them 136 cross border complaints including complaints from overseas consumers (27 complaints).

## Breakdown by Country of Trading Partners (FY2007)



From Japanese consumers (109 cases)



From international consumers (27 cases)

# Study cases

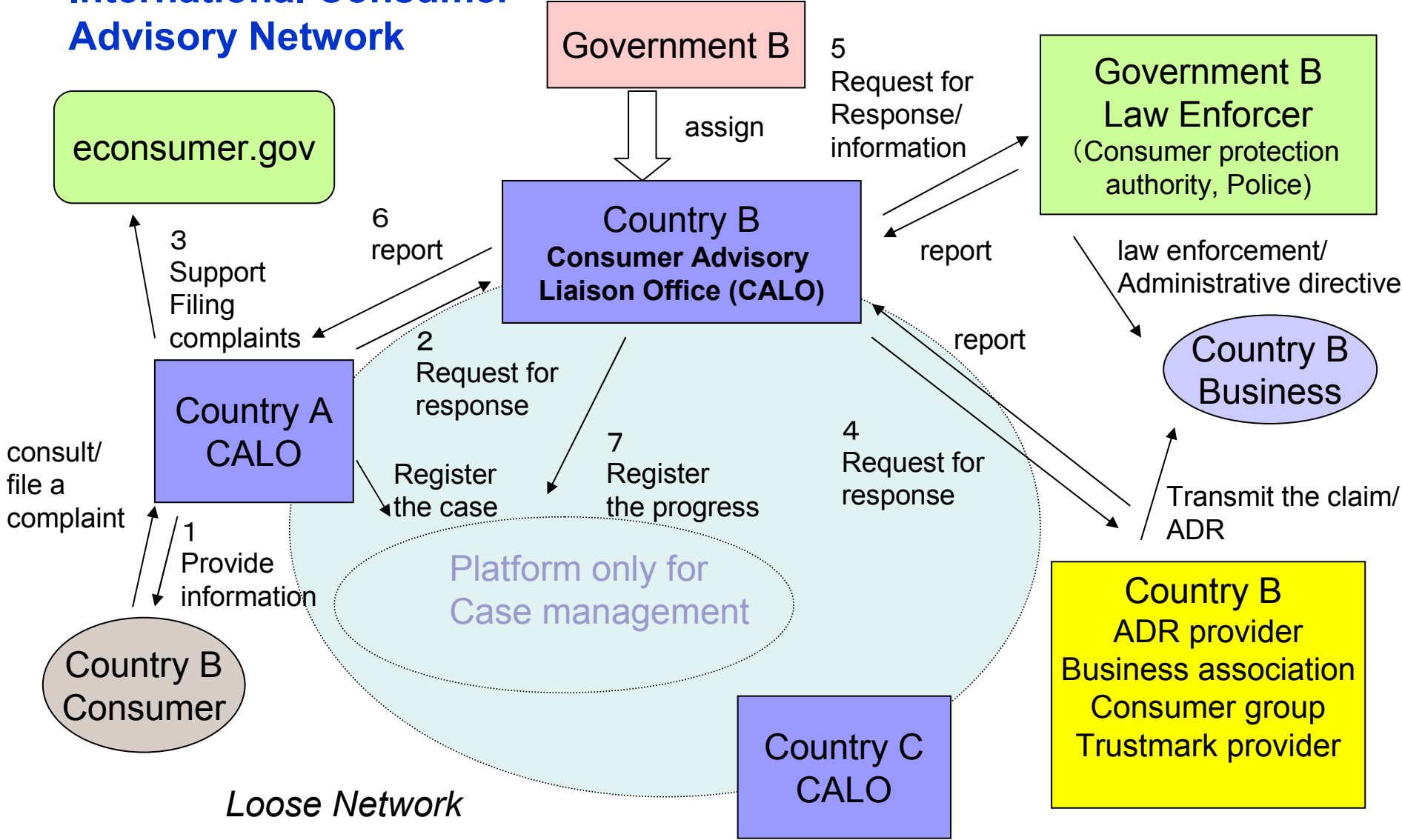
		FY 2007	
Domestic complaints		473	78%
Cross-border Complaints	from Japanese consumers	109	22%
	from non-Japanese consumers	27	
Total complaints		609	

Case 1: Paid for Japanese used car, but not received.

Case 2: Received fake brand-name goods, but a merchant did not respond.

Case 3: Returned a defected PC, a merchant did not deliver replacement.

# International Consumer Advisory Network



## Next Step

- Realization of International Consumer Advisory Network (ICA-Net)
  - Establish a safety net for both domestic and international consumers
  - Prevent damaging international credibility
  - Prevent consumers from becoming victims of fraud
- GBDe CCIG interviewed BBB, TRUSTe, AMIPCI, iDA, CASE, SOSA & others
- Promote ICA-Net to other like-minded organizations

Please see [http://www.gbd-e.org/ig/cc/CC\\_2007\\_Tokyo.pdf](http://www.gbd-e.org/ig/cc/CC_2007_Tokyo.pdf)

