

**13:45 Break-out groups**

**1) E-commerce: its benefits and pitfalls – how can standards help?**

Moderator: *Mr. Allan Asher*  
Organization for Economic Cooperation and Development (OECD),  
and Deputy Chairperson, Australian Competition and Consumer Commission (ACCC)

**2) Giving confidence to consumers in the global marketplace – how can standards help?**

Moderator: *Mrs. Caroline Warne*  
Chair, BSI Consumer Policy Committee

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**15:00** *Coffee/tea break*

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**15:30 Reports from the break-out groups, discussion**

**16:00 Panel discussion:  
Consumer protection in a society of leading-edge technology**

Moderator: *Mr. Masami Tanaka*  
JISC\* representative on ISO Council

\*Japanese Industrial Standards Committee

In the ever-expanding global marketplace, not only is the protection of personal information and privacy important, but also ensuring that more and more consumers are simply and easily able to benefit from the new products and services on offer. The market is overflowing with high-tech products, such as “smart” household appliances and state-of-the-art commodities, but the turnover rate is exceedingly rapid. It is becoming more and more difficult for consumers to understand and evaluate the functions and purpose of advanced, high-tech products or to have confidence in purchasing such products. Moreover, as global interaction via the Internet becomes more common, there is an increasing need to ensure compatibility, or interoperability, between new and currently existing hardware and software investments.

The panel discussion will focus on the role that (international) standards can play in making market participation easier for the consumer.

*Panellists representing:*

- **Consumers:** *Ms Linda F. Golodner*  
President, National Consumers League, USA
- **Suppliers** (state-of-the-art daily commodities): *Mrs. Reiko Nonaka*  
Administrator, Japan Chemical Industry Association (JCIA)
- **Standards developers:** *Mr. Bill Dee*  
Chairman of ISO/TC 207/SC 3, *Environmental labelling* and of COPOLCO working group on consumer protection in the global market
- **Regulatory authorities:** *Mr. Allan Asher*  
OECD,  
and Deputy Chairperson, ACCC

**17:15 Workshop conclusions**

*Dr. Nils Ringstedt*  
ISO/COPOLCO Chairman

**17:30 Closure**



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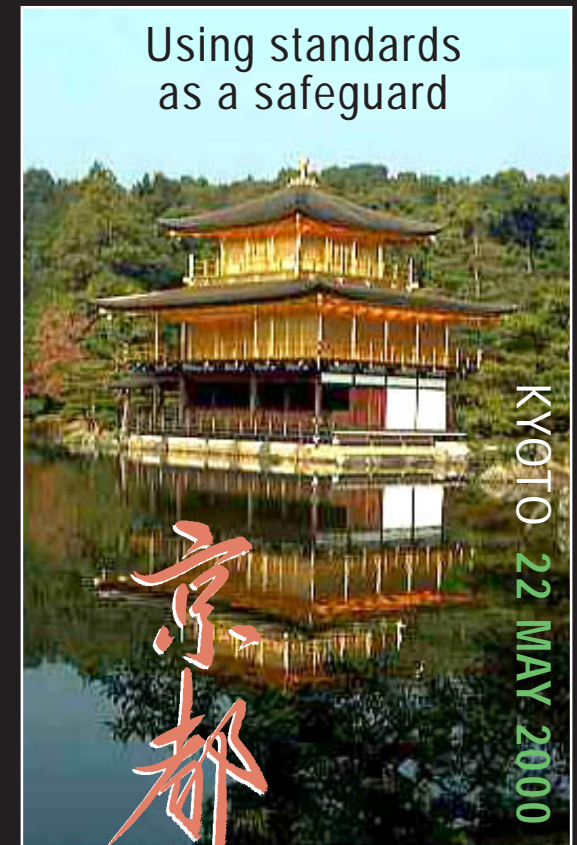
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**WORKSHOP  
PROGRAMME**

**Consumer  
protection in the global  
marketplace**

**Using standards  
as a safeguard**



# 京 Consumer protection in the global marketplace 都

## Using Standards as a Safeguard

Kyoto International Conference Hall,  
Kyoto (Japan)  
Monday, 22 May 2000

There is a real and profound apprehension among consumers throughout the world that consumer questions may be swamped, ignored or overridden by the globalization process. Industrialists' needs to expand markets, develop trade and seize every opportunity to benefit from the open market could, they sense, be at the expense of quality, security, protection and consumer needs.

This year's COPOLCO Workshop is the perfect forum for seeing that this deep-seated consumer concern is discussed "in the round," and could hardly be more timely.

There is on the one hand a real consumer need for protection of personal information and for a guarantee of privacy. Access to and use of private information represents for consumers a "grey area", where they are worried how any apparently anodine information on themselves may be found used "against them"; incidents have been publicized of misuses of innocently provided data. And, on the other, the expansion of the number of products and services on offer to consumers is not without its darker side: it is becoming harder rather than easier for the growing numbers of consumers to find their way around this almost "excessive" offer of products and services, some of it very complicated and high-tech, and to sort out

what is really valid and useful, and what is pure hype. Explanations and descriptions are often inadequate or deceitful, and incompatibility between machines and operations is frequent.

Can standards provide a safeguard against such excesses or be a buffer against abuse? And is there any place in these developments for social aspects to be considered?

The panel discussion session will turn around what role International Standards can play in making market participation easier for consumers, seen from a variety of points of view.

This workshop will bring to light the sources of problems, enable the strands of concern to be drawn together, and allow a frank and open airing of possible solutions where International Standards could help make the difference.

## PROGRAMME

Chairman of the workshop:

*Dr. Nils Ringstedt*  
Chairman of ISO/COPOLCO

### 09:00 Welcome

*Mr. Masao Uno*  
Chairman, Organizing Committee for the  
2000 ISO/COPOLCO meeting

*Mr. Akihiro Masuda*  
Director General,  
Standards Department, AIST\*

\*Agency of Industrial Science and Technology

### 09:10 Consumer Protection in the Global Marketplace

- From a consumer perspective:

*Mrs. Pamela W.S. Chan*  
President, Consumer International (CI)

- From an industry/trade perspective:

*Prof. Toh See-Kiat*  
International Chamber of Commerce  
(ICC)

### 09:55 Access for all: social aspects of globalization

*Dr. Linda Lusby*  
Chair, Standards Council of Canada,  
and Associate Professor, Environmental  
Science, Acadia University

### 10:15 Coffee/tea break

### 10:45 Key issues for the consumer: privacy, safety, informed choice

- Personal information and privacy protection:

*Prof. Tsuneo Matsumoto*  
Graduate School of Law,  
Hitotsubashi University, Japan

- Safety at home:

*Name to be given later*

- Across borders, giving consumers the means to choose

*Mr. Günter Cornelissen*  
Manager, Consumer Council,  
DIN Deutsches Institut für Normung  
and

*Mr. Peter Sieber*  
Technical Director, German Institute  
of Comparative Testing

### 11:45 Challenges for consumers in the global market place

*Mr. Arnold Pindar*  
Head, Consumer Policy,  
British Standards Institution (BSI)

### 12:15 Lunch