



ACPF 2024

المنتدى العربي
لحماية المستهلك

Arab Consumer
Protection Forum



Shared Prosperity Digitized Life



20-21 February 2024 - Bahrain

E/ESCWA/CL6.GCP/2024/ACPF/Flyer.4

Session IV: Consumer protection in e-commerce and the digital market

Countries and markets are increasingly transitioning from traditional physical setups to digital platforms, demonstrating a strong interest in advancing e-commerce to boost trade and expand global reach. This transformation is expected to play a role in economic diversification and the creation of job opportunities. Particularly for developing countries, e-commerce is seen as a tool to enhance productivity, empower small and medium-sized enterprises, and facilitate their integration into global value chains. While e-commerce advancements offer numerous benefits and conveniences for consumers, they also introduce new challenges and risks. The increasing complexity of products and services has given rise to issues such as information imbalances, unfair contract terms, and obstacles in dispute resolution, all of which pose challenges for consumers. To address these challenges and protect consumers from deceptive practices, there is a need for countries to adapt to the rapid growth of e-commerce by establishing robust regulatory frameworks and systems. Additionally, incorporating international best practices is essential to ensure effective consumer protection and foster trust in these evolving markets.

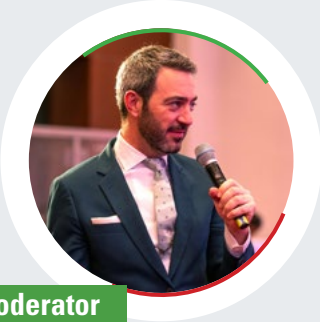
During this session, an esteemed panel of experts will tackle the distinct challenges and risks encountered by consumers in digital markets, along with the policies and strategies employed to address them. Discussions will delve into areas such as information and education, data privacy, online security, the accountability of online businesses, product safety, and measures against digital fraud and deceptive commercial practices. The session will provide ESCWA member States and policymakers with a platform to discuss advancements, share insights, exchange best practices, and devise strategies aimed at strengthening digital consumer protection in their respective countries.

Note: the duration of this session will be 120 minutes, with each panelist speaking for 15 minutes, followed by a 45-minute discussion around member States' developments and Q&A.

Topics of discussion

- Examine the importance of digital markets, specifically e-commerce, and the necessity to adapt to this expansion for consumer protection.
- Highlight the benefits and challenges that consumers encounter in the realm of e-commerce.
- Illustrate Bahrain's approach to consumer protection and e-commerce.
- Showcase best practices to enhance consumer protection in e-commerce.

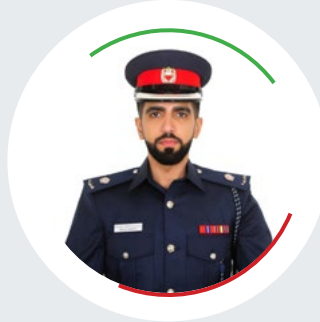
Speakers



Moderator

Arnau Izaguerri Vila

Legal Officer, Competition and Consumer Policies Branch, Division on International Trade and Commodities, UNCTAD



Mohamed Al Abdulla

Head of Financial Crimes Department, Ministry of Interior, Bahrain



Maram AlMahmeed

E-Commerce Director, Ministry of Industry and Commerce, Bahrain



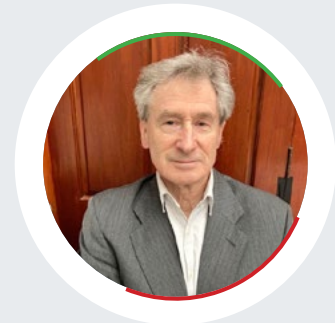
Christine Riefa

Professor at the University of Reading, United Kingdom



Willard Mwemba

Director and Chief Executive Officer, COMESA Competition Commission



Robin Simpson

Expert (UNCTAD consultant) and former expert at Consumers International



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