

Contents

I. Background and Objectives	4
II. Overview of the research	4
1. Outline	5
1.1. The first workshop	5
1.2. The second workshop.....	7
2. Research system	9
2.1. Members	9
2.2. Institute supporting the study.....	10
2.3. Consultants.....	11
2.4. Observers	11
2.5. Coordinating institute.....	11
III. Research for establishment of a safe and highly reliable marketplace in ASEAN and East Asia	12
1. Current status of e-commerce market and related rules in each country	12
1.1. Summary and Analysis of Country Reports.....	12
1.2. Malaysia.....	16
1.3. Singapore	20
1.4. Thailand	35
1.5. Vietnam.....	48
1.6. People's Republic of China	85
1.7. Japan	104
1.8. Efforts of Consumers International.....	137
2. Leading cases of international cooperation for consumer disputes on e-commerce.....	150
2.1. BBB Online.....	150
2.2. ECC-Net.....	166
3. Toward international cooperation for consumer disputes on e-commerce.....	172
3.1. Asia Pacific Trustmark Alliance (ATA).....	172
3.2. Concept of International Consumer Advisory Network (ICA-Net)	176
3.3. Prospects for application of an ODR System.....	184

IV. Conclusion	206
1. Status of e-commerce (EC) in East Asian countries	206
2. Scheme for building consumer confidence in cross-border transactions	207
3. ICA-Net test operation.....	208
4. Significance of the project and issues to be considered in the future	209
V. List of Authors	210