



Tokushima
International
Consumer's
Forum 2023

TOKUSHIMA

Consumer policy, at the forefront.

Tokushima International Consumer's Forum 2023

PROGRAM

Date : **October 31, 2023** [Tuesday] 10:30–17:00

Venue :

4F, JR Hotel Clement Tokushima [1-61, Nishi, Terashima-honcho, Tokushima]

Website : <https://www.pref.tokushima.lg.jp/en/world.consumer.forum/2023/>

Organized by Tokushima Prefectural Government

With the Support of

Consumers Affairs Agency / Japan Ethical Initiative /
Council for the Promotion of Regional Revitalization with various
government agencies by the Union of Kansai Governments /
Japan Association for the 2025 World Exposition

Special Website



Main Theme Consumer Empowerment in the Digital Age

Thanks to the progress of our digital world, we have immediate access to information from all corners of the globe with just a tap of our fingertips, disregarding language barriers and national borders. However, convenience has a downside: online platforms are filled with fake reviews and dark patterns. Consumers are overwhelmed with information and often unknowingly give away their personal data while being influenced without their knowledge.

What dangers do consumers face in this rapidly advancing digital society? How can consumers protect themselves while still enjoying the convenience of the digital society? What role do consumers play in this new age?

To answer these questions, consumer leaders and next-generation leaders from around the world gather in Tokushima, which is leading Japan in consumer policy together with the Strategic Headquarters for Frontiers of Consumer Policy of the Consumer Affairs Agency (CAA). Now, from Tokushima to the world, we propose a new way of consumerism in the digital age. Our hope is that the conversations sparked at this forum will lead to the development of international consumer policy and encourage meaningful behavior changes that support a sustainable future for all.

Date

October 31, 2023 [Tuesday]

Venue

4F, JR Hotel Clement Tokushima (1-61, Nishi, Terashima-honcho, Tokushima)

※This forum will be live-streamed.

Schedule

- 10:30-10:50 Opening Remarks P2
- 10:50-11:50 Keynote Speech P2
- 13:00-14:30 Joint Session with the Consumer Affairs Agency P2
- 15:00-16:40 Future Session with Young People from Tokushima and ASEAN Countries P3
- 16:40-17:00 General Commentary P3

PROGRAM

● 10:30–10:50

Opening Remarks

● 10:50–11:50

Keynote Speech

Thirty Years of Digital Consumers –The Good, the Bad and the Future–

 UK **Javier Ruiz Diaz**

| Senior Advisor on Digital Rights |
| Consumers International (CI)

● 13:00–14:30

Joint Session with the Consumer Affairs Agency

Consumer Protection in the Digital Age –Present and Future–

Coordinator/

 Japan **Hiroshi Aimoto**

| Vice-Administrative Chief |
| Strategic Headquarters for Frontiers of Consumer Policy, CAA

Panelists/

 Japan **Antonios Karaiskos**

| Professor | Ryukoku University |
| Fellow | “Shin-Mirai” Vision Forum, Strategic Headquarters for
Frontiers of Consumer Policy, CAA

 Japan **Tsuneo Matsumoto**

| Emeritus Professor | Hitotsubashi University |
| Visiting Senior Research Fellow |
| International Consumer Policy Research Center,
Strategic Headquarters for Frontiers of Consumer Policy, CAA |
| Lawyer

 Malaysia **Datin Roszanina Binti Wahab**

| Deputy Secretary General (Consumer Empowerment and Management) |
| Ministry of Domestic Trade and Cost of Living (MDT)

 Philippines **Melquiades Marcus N. Valdez II**

| Director, Consumer Policy and Advocacy Bureau |
| Department of Trade and Industry | Lawyer

PROGRAM

● 15:00-16:40

Future Session with Young People from Tokushima
and ASEAN Countries

Consumer Behavior in the Digital Age —Our Recommendations—

Coordinator／

🇯🇵 Japan **Takao Nishimura**
| Emeritus Professor | Yokohama National University

Commentator／

🇲🇾 Malaysia
**Participant representative of JICA Knowledge
Co-Creation Program for Young Leaders of Malaysia**

Presentation of Case Studies／

🇯🇵 Japan
Tokushima Ethical High School Student Committee

Panelists／

Students from Tokushima and ASEAN Countries

🇯🇵 Japan | Naruto University of Education | Shikoku University |
| Tokushima Bunri University |
| National Institute of Technology, Anan College

🇲🇾 Malaysia | University of Malaya |

🇵🇭 Philippines | Cavite State University |

🇹🇭 Thailand | Sukhothai Thammathirat Open University |

● 16:40-17:00

General Commentary

🇯🇵 Japan **Hideki Nakahara**
| Emeritus Professor | Tokyo City University

※Program and participants are subject to change without notice.

Tokushima International Consumer's Forum 2023

Online Exchange Program with Overseas Universities

Tokushima Prefecture has been organizing an online exchange program since FY2021 in order to pass on "Tokushima as an international hub for consumer policy" to the next generation. Through the program, university students from overseas and within Tokushima Prefecture can exchange opinions on ethical consumption, the SDGs, etc. For FY2023, an exchange meeting was held on July 7th with the 7 schools participating in today's "Future" session, where students mainly discussed on the theme of "Consumer Behavior in the Digital Society," raising issues faced by consumers in the digital society and making proposals/recommendations for becoming better consumers. Based on opinions exchanged, a short film to be created by each school will be released on the prefecture's website at a later date.



About the Materials for this Forum

The material references for this forum can be downloaded from the special website, which contains English-language materials used in this forum as well as materials translated into Japanese for reference.

Download materials [HERE](#) ▶



The materials can also be downloaded from the special website. Click [HERE](#).

SCHEDULE

Date: October 31, 2023 (Tuesday)
Venue: 4F, JR Hotel Clement Tokushima (1-61, Nishi, Terashima-honcho, Tokushima)
*This forum will be live-streamed.

[Click here for the Forum's handout materials](#)

- Opening Remarks**
10:30-10:50
- Keynote Speech**
10:50-11:50
Thirty Years of Digital Consumers – The Good, the Bad and the Future –
UK Javier Ruiz Diaz | Senior Advisor on Digital Rights | Consumers International (CI)
- Session**
13:00-14:30 | Joint Session with the Consumer Affairs Agency
Consumer Protection in the Digital Age – Present and Future –
Co-organizer: Japan Hiroshi Aimoto | Vice-Administrative Chief | Strategic Headquarters for Frontiers of Consumer Policy, CAA
Panelists: Japan Antonios Karalikos | Professor | Ryukoku University | Fellow | "Shin-Mirai" Vision Forum, Strategic Headquarters for Frontiers of Consumer Policy, CAA
Japan Tsuneo Matsumoto | Emeritus Professor | Hitotsubashi University | Visiting Senior Research Fellow | International Consumer Policy Research Center, Strategic Headquarters for Frontiers of Consumer Policy, CAA | Lawyer
Malaysia Datin Rozzanina Binti Wahab | Deputy Secretary General (Consumer Empowerment and Management) | Ministry of Domestic Trade and Cost of Living (MOT) | Philippines Melquiades Marcus N. Valdez II |

Review

2019 / G20 International Conference on Consumer Policy

Under the theme of “Emerging Challenges to Consumer Policy in the Digital Age”, this international conference was held for the first time in Japan as a side-event of the G20 and was co-sponsored by the CAA. Approximately 300 participants from 38 countries, regions, international organizations, and the various prefectures of Japan took part to discuss how to address new consumer issues caused by the rapid increase of digitalization, the promotion of SDGs, etc. With the goal of international cooperation, consumer policy issues shared by countries were discussed, and participants shared the need for strengthening international cooperation in order to create consumer policies in the wake of the digital age.



<https://www.pref.tokushima.lg.jp/5026541>

[Japanese only]



2020 / Tokushima International Consumer's Forum 2020

Due to the recent Covid-19 pandemic, consumer activity has changed dramatically on an international level. Taking into account this societal shift, and with the goal of “creating a more sustainable society”, we received progressive ideas from international leaders as well as experts from within Japan.



The forum is available to view online. <https://www.pref.tokushima.lg.jp/en/world.consumer.forum/>



Review

2021 Tokushima International Consumer's Forum 2021

Under the theme, "New Consumer Problems and Road Map to Solutions to Prepare for a Post-Covid-19 Digital Society," we received opinions and suggestions from top leaders of ethical consumption from Europe, the U.S., and other countries. We also held sessions with ASEAN countries, who are important partners of Tokushima and Japan, to build new partnerships and create value in the formation of a healthy consumer market, as well as in economic partnerships and people-to-people exchanges.



The forum is available to view online. <https://www.pref.tokushima.lg.jp/en/world.consumer.forum/2021/>



2022 Tokushima International Consumer's Forum 2022

In order to promote consumer initiatives such as "ethical consumption," from "awareness" to "practice" toward achieving the SDGs (by 2030) and carbon neutrality goal (by 2050), we welcomed opinions and suggestions from "world leaders" from Europe, the United States, ASEAN countries, and other countries through this forum. Members of the younger generation were also invited from within the prefecture and overseas to participate in one of the sessions, connecting our efforts to the future.



The forum is available to view online. <https://www.pref.tokushima.lg.jp/en/world.consumer.forum/2022/>



Survey Form for Participants

Please let us know what you think of the forum by answering the survey via the QR code on the right.



Related Event

※Japanese Only

