

World TrustMark Alliance

TradeSafe Inc. (JAPAN)



ワンランク上のショップ作りのために。

そしてこれからも選ばれるショップであり続けるために。

信頼性とあんしんを形に

TradeSafe トラストマーク

* eCommerce market and Trustmark, ODR

市場の活性化とトラストマーク、ODR

Two sides/Phases for eCommerce market

* 1) Encouraging side/phase

- * Trustmark works for promotion to increase transactions
- * to penetrate retailers, competitors
- * to penetrate logistics , competitors
- * to penetrate payment services , competitors

* 2) Building trust side/phase

- * Trustmark works distinguish good one among shops
- * ADR, ODR and trustmark
- * How handle complaints and troubles
- * Protect consumers and self regulation by business

* eCommerce market and Trustmark, ODR

市場の活性化とトラストマーク、ODR

Easy to be cross border, Complex and difficult to solve on jurisdiction, applicable law

Japanese consumer purchased UGG **Australian** boot on Japanese language site with trustmark BBBOnline, **US**, pay **Chinese** bank, Fake goods thru logistics two countries,

Complaint to shop but no response

Asked Australian UGG about fake, complaint,

Asked BBB about pirated mark, complaint, the site removed.

Consumer sent it back for refund, but it is illegal export for fake.

Consumer lost good and money both.

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市場の活性化とトラストマーク、ODR

Cooperation is key factor,

1) Trustmark providers cooperation

2) TM and ODR Cooperation

- Not sure a nationality when purchased
- Troubles are low value and high volume
- Not suit for traditional legal framework, system

Consumers do not use much money for a small claim

Consumers give up complaining and gone, evil businesses rides, market loose confidence.

ODR, save cost and gives fast solution

Need Soft enforceability, Good practice, eCommerce expand to cross border again important is TM and ODR,

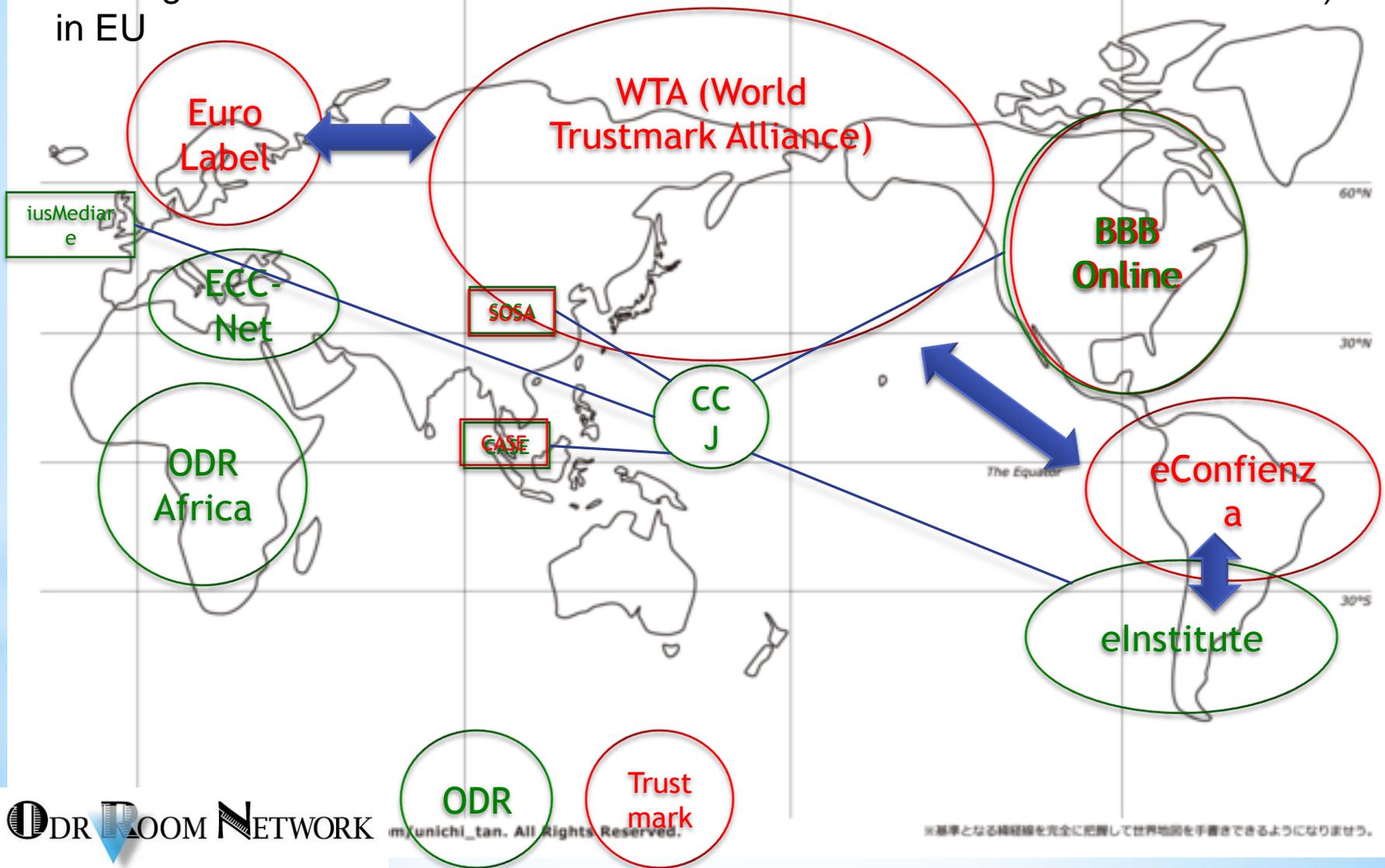
(example is BBBOnline, cooperation TM and ODR)

International ODR and Trustmark Cooperation Map

The World Map (freehand)

ODR Directive and regulation in EU

United Nation WG III (ODR)



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市場の活性化とトラストマーク、ODR

What should consumers and business do with ODR and Trustmark?

For consumers,

Pay attention to

- unnaturally low price is...Why?
- Only bank-wire transfer is...Why?
- Not to loose money

For businesses,

- Not to be banned by market
- Keep reputations on market

* Thank you For the
attention!

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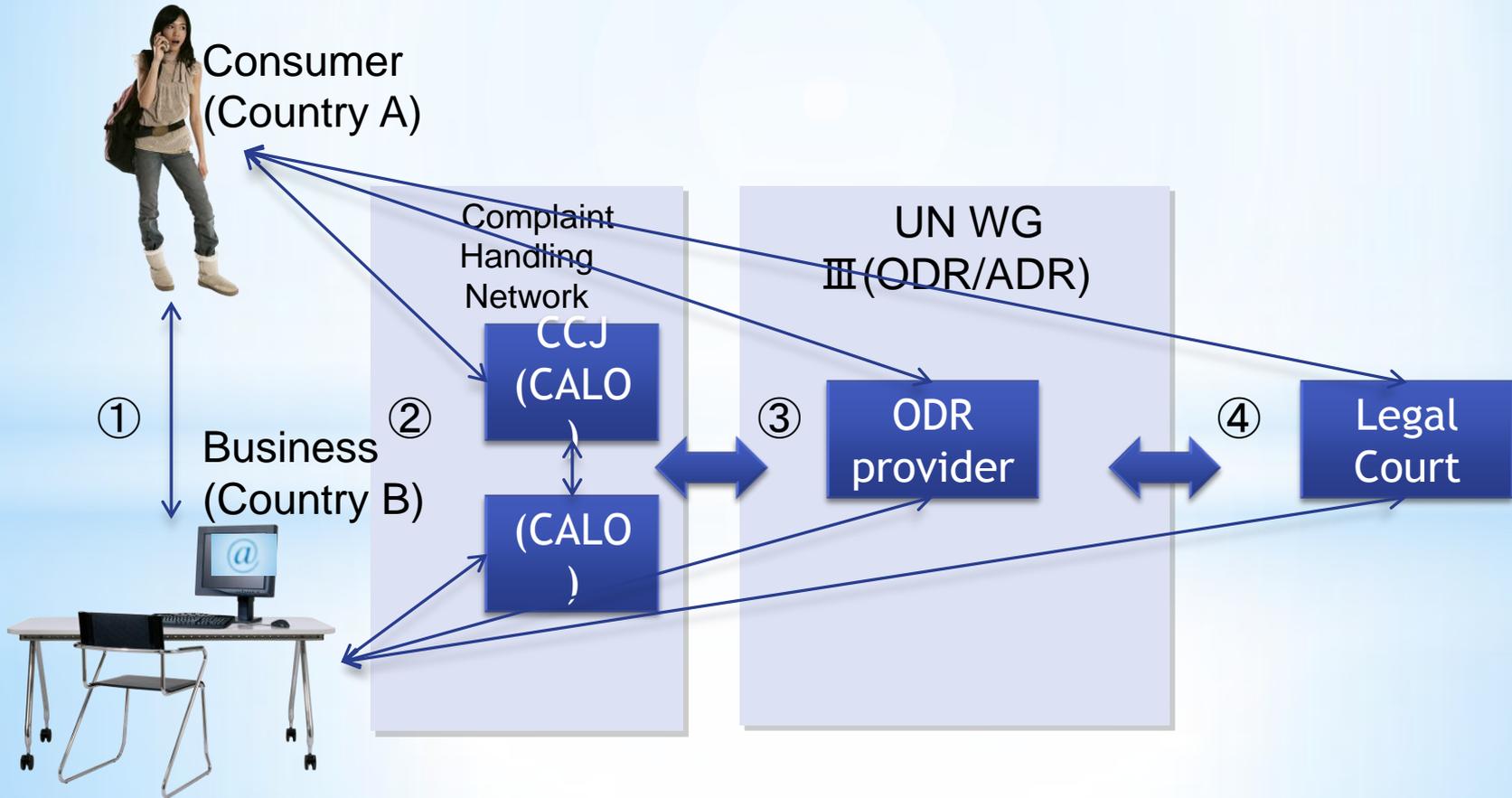
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* Global & Regional Cooperation for cross border complaint handling to ODR/ADR



① Direct communication ② Support by Complaint handling network ③ Handling by ODR mechanism ④ Traditional Court