



EUROPEAN SOCIETY OF INTERNATIONAL LAW

INTEREST GROUP ON INTERNATIONAL ENVIRONMENTAL LAW

&



American Society
of International Law

INTELLECTUAL PROPERTY LAW INTEREST GROUP

International Conference

Consumer Policy in a Comparative Perspective:

New Challenges in Chinese, European, and International Law

29-30 June 2017

Room E32-G003, Faculty of Law of the University of Macau (Macau, China)



gLAWcal
Global Law Initiatives for Sustainable Development
可持续发展的全球法律倡议



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

THURSDAY, 29 JUNE

09:30 – 10:00 Registration

10:00 – 10:15 **Welcome and opening remarks**

Io Cheng Tong, Dean, Faculty of Law of the University of Macau (Macau)

Fernando Dias Simões, Faculty of Law of the University of Macau (Macau)

Paolo Davide Farah, Convenor of the ESIL IG on International Environmental Law and Co-Chair of the ASIL IG on Intellectual Property Law; West Virginia University (United States), gLAWcal – Global Law Initiatives for Sustainable Development (United Kingdom)

10:15 – 10:45 **Keynote Speech: *International Law and Consumer Policy*** – Seung Wha Chang, Professor of Law, Seoul National University (Republic of Korea), former WTO Appellate Body Member

10:45 – 11:00 Coffee Break

11:00 – 12:00 **Session I: Consumer Policy and Access to Information**

Chair: Augusto Teixeira Garcia, University of Macau (Macau)

– *Minding the Gap* – Samuel Becher, Victoria University of Wellington (New Zealand)

– *General Contractual Terms and Protection of Consumers under Macau Law* – Hugo Duarte Fonseca, STA Lawyers (Macau)

12:00 – 14:00 Lunch

14:00 – 15:30 **Session II: Food Safety and Product Liability**

Chair: Alexandr Svetlicinii, University of Macau (Macau)

– *Food for Thought: Food Safety and Legal Challenges in China* – Jerry I-H Hsiao, University of Macau (Macau)

– *China New and Better Drugs – Should we Change the Approval Procedure Model for Pharmaceutical Products?* – Vera Lúcia Raposo, University of Macau (Macau)

– *Chinese Genetic Testing: the Portrayal of Online Direct-to-consumer Talent Genetic Tests* – Li Du, University of Macau (Macau)

15:30 – 15:45 Coffee Break

15:45 – 17:15 **Session III: Consumer Policy and Online Markets**

Chair: Muruga Perumal Ramaswamy, University of Macau (Macau)

– *Internet Doesn't Forget, but is there any Right to be Forgotten in China?* – Zhang Meihui, Nankai University (China)

– *Choice-of-law Issues of E-Consumer Contracts in China* – Alison Lu Xu, University of Leeds (United Kingdom)

– *From Patchwork to Coherence? Challenges and Opportunities for Consumer Data Protection in Cross-Border E-Commerce* – Evin Dalkilic, Leuphana University Lüneburg (Germany)

FRIDAY, 30 JUNE

10:00 – 10:30 Registration and coffee

10:30 – 12:00 **Session IV: Consumer Policy and Intellectual Property Rights**

Chair: C.H. (Remco) van Rhee, Maastricht University (Netherlands)

– Intellectual Property, Biodiversity and Traditional Knowledge and the Implications for Food Security: A Focus on Indigenous People and Farmers' Rights – Paolo Davide Farah, West Virginia University (United States)

– *Protection of EU Wine via GIs in China: Not Too Sparkling for Innovation, Not Too Clear for Consumers* – Danny Friedmann, Simone Intellectual Property Services Asia (Hong Kong)

– *The Reform of the Chinese Geographical Indication System Amid the International Evolution* – Shujie Feng, Tsinghua University, and Ye Xia, Beijing Labour and Social Security College (China)

– *Consumer Interest in International Trademark Protection* – Muruga Perumal Ramaswamy, University of Macau (Macau)

12:00 – 14:00 Lunch

14:00 – 15:45 **Session V: Consumer Policy and Dispute Resolution**

Chair: Rostam J. Neuwirth, University of Macau (Macau)

– *The Dutch Consumer Complaints Boards: An Interesting Approach to Solving Consumer Complaints Outside the State Courts* – C.H. (Remco) van Rhee, Maastricht University (Netherlands)

– *Strengthening the Consumer Collective Action through Litigation Funding* – Wei Wang, University of Macau (Macau)

– *Domain Name Dispute Resolution and Its Implications to the Future Development of Online Dispute Resolution* – Zhao Yun, University of Hong Kong (Hong Kong)

– *Public Interest Litigation in China: Challenges and Prospects for the Protection of Consumers in Anti-Monopoly Cases* – Alexandr Svetlicinii, University of Macau (Macau)

15:45 – 16:00 Coffee Break

16:00 – 17:50 **Session VI: Trade and Investment Policies and Consumer Protection**

Chair: Vera Lúcia Raposo, University of Macau (Macau)

– *Consumer Protection in the WTO Agreements: A Case for an Evolutionary Treaty Interpretation?* – Rostam J. Neuwirth, University of Macau (Macau)

– *The Protection of Intellectual Property Rights under Investment Law: from Treaties to ISDS* – Flavia Marisi, Chinese University of Hong Kong (Hong Kong)

– *The Right to Water in Investment Law: between Human Rights and Consumer Protection* – Fernando Dias Simões, University of Macau (Macau)

– *The Application of Positive-Sum Game Theory in International Investment Arbitration: New Paradigms Developed in Water Disputes* – Xu Qian, Chinese University of Hong Kong (Hong Kong)

17:50 – 18:00 Closing remarks

Organizing Committee

Fernando Dias Simões, University of Macau (Macau); Paolo Davide Farah, West Virginia University (United States) & gLAWcal – Global Law Initiatives for Sustainable Development (United Kingdom); Julien Chaisse, Chinese University of Hong Kong (Hong Kong)

This conference is jointly organized by the Faculty of Law of the University of Macau, the European Society of International Law Interest Group on International Environmental Law, the American Society of International Law Intellectual Property Law Interest Group, and gLAWcal – Global Law Initiatives for Sustainable Development.