**Digital Economy and the Law:**

**Asian and European Perspectives**

International Conference

Korea Institute for National Competitiveness, Seoul

Consumer Law Center, Hankuk University of Foreign Studies Seoul  
European Legal Studies Institute, University of Osnabrück

**20 August 2016**

Conference Venue: European Legal Studies Institute, Süsterstraße 28, 49074 Osnabrück

**9:00 – 9:15** **Welcome Addresses**

Prof. Dr. Dr. h.c. mult. Christian von Bar  
Director of the European Legal Studies Institute, University of Osnabrück

Prof. Dr. Ki Su Lee

Director of the Korea Institute for National Competitiveness, Seoul

**9:15 – 9:30 Introduction**

Prof. Dr. Christoph Busch, Maître en Droit, University of Osnabrück

**9:30 – 11:00 Session 1**

**History and Overview of Platform Regulation in Korea**

Prof. Dr. Byung Jun Lee, Hankuk University of Foreign Studies, Seoul

**Online Platforms as a Challenge for European Consumer Law**

Prof. Dr. Hans Schulte-Nölke, University of Osnabrück

**How to Protect Consumers in the Peer Platform Economy**

Prof. Dr. Jung Joon Ka , Hankuk University of Foreign Studies, Seoul

**11:00 – 11:30** **Coffee Break**

**11:30 – 13:00 Session 2**

**Platform Regulations Under the Act on the Consumer Protection  
in Electronic Commerce Transactions**

Prof. Dr. So Min Chung, Hankuk University of Foreign Studies, Seoul

**Platform Regulation in Italy: The Example of Tripadvisor**

Prof. Dr. Alberto de Franceschi, University of Ferrara, Italy

**Revision of the Regulatory Approach towards Food Delivery Service Application Providers in Korea**

Prof. Dr. Soo Hyun Ahn, Hankuk University of Foreign Studies, Seoul

**13:00 – 14:00 Buffet Lunch**

**14:00 – 16:00** **Session 3**

**Regulation of Online Platforms in France**

Prof. Dr. Juliette Sénéchal, Université de Lille, France

**Regulation of Online Platforms in China**

Prof. Dr. Georg Gesk, Director of CIRCLE, University of Osnabrück

**Internet Platforms and Insurance**

Prof. Dr. Eun Kyung Kim, Hankuk University of Foreign Studies, Seoul

**Introduction of the Cloud Computing Act in Korea**

Hyun Chul Kim, Deputy Director, National IT Industry Promotion Agency

**16:00 – 16:30** **Coffee Break**

**16:30 – 18:00 Session 4**

**Free Cyber Money Transaction & GSP (Game Service Provider)  
Liability Limitation**

Jong Il Kim, Director, External relations department, NHN Entertainment

**Artificial Intelligence Algorithm and Consumer Injury**

SeoungJe Seong, Senior Research Fellow, Korea Legislation Research Institute

**Internet Platforms and Digital Content**

Prof. Dr. Eun Yung Lee, Hankuk University of Foreign Studies, Seoul

**18:00** **Conclusion**

**19:00 – 19:30 Walk through the City of Osnabrück**

**19:30 Dinner at Restaurant Weinkrüger (Marienstraße 18, 49074 Osnabrück)**

**Further participants in the discussion from the European Legal Studies Institute:**

Piotr Kwiatkowski, Franziska Mürmann, Franziska Rehr, Joanna Rupa, Anne-Kathrin Suilmann, Imke Tuma, Aneta Wiwiorowska-Domagalska