



Digital Economy and the Law: Asian and European Perspectives

International Conference
Korea Institute for National Competitiveness, Seoul
Consumer Law Center, Hankyong 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. Dr. h.c. mult. 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 – 10:40** **Session 1**

History and Overview of Platform Regulation in Korea
Prof. Dr. Byung Jun Lee, Hankyong 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 , Hankyong University of Foreign Studies, Seoul
- 10:40 – 11:10** **Coffee Break**
- 11:10 – 12:30** **Session 2**

Platform Regulations in Korea
Prof. Dr. So Min Chung, Hankyong University of Foreign Studies, Seoul

Platform Regulation in Italy: The Examples of Tripadvisor and Amazon
Prof. Dr. Alberto de Franceschi, University of Ferrara, Italy

Regulatory Approach towards Food Online Ordering Platforms and Related Legal Issues in Korea
Prof. Dr. Soo Hyun Ahn, Hankyong University of Foreign Studies, Seoul

12:30 – 13:00 Discussion

13:00 – 14:30 Buffet Lunch

14:30 – 15:50 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 Platform and Insurance

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

Introduction of the Cloud Computing Act in Korea

Dr. Hyun-Chul Kim, Deputy Director, National IT Industry Promotion Agency

15:50 – 16:20 Coffee Break

16:20 – 17:20 Session 4

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

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

Artificial Intelligence and Platform Neutrality

Dr. Seoung Je Seong, Senior Research Fellow, Korea Legislation Research Institute

Internet Platforms and Consumer Contract Terms

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

17:20 – 18:00 Discussion

18:00 Conclusion

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

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