

Consumer Protection in Converging Environments

The advantages brought by one of the most significant breakthroughs in human history – the internet – expands to more than just a channel for information and cross-border communication.

In pursuit of diversifying its economy, the Government has been encouraging enterprises to seize business opportunities brought about by e-commerce. In 2010, the Macao Trade and Investment Promotion Institute (IPIM) launched the “E-Commerce Promotion Incentive Measures” to assist businesses in making use of e-commerce to enhance their competitiveness and explore business. With this program, eligible enterprises who make use of designated services provided by IPIM-eligible operators or websites are given certain subsidies and guidance.

However, with all the aid provided to traders, is it really safe to say that Macau is ready to switch to this digital phenomenon in terms of consumer protection?

To read the full article please follow the link:

<http://macaudailytimes.com.mo/legal-wise-mdme-consumer-protection-converging-environments.html>



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