Market Surveillance on Online Sales

A NEW MODEL FOR TURKEY
Online sales in Turkey’s trade

E-commerce market size (Billion USD)

- Average annual growth rate: % 9
- Share of e-commerce in total retails: % 11.1
- Biggest share in online retails: electronics, clothing, shoes, home & decoration
How we do market surveillance in the current situation
Problems

- Current market surveillance legislation was designed for classic markets
- Perception for online markets - a non-regulated area
- Problems for sampling from online sales
  - need for non-disclosure of online sales
  - lack of legislation
- Problems in identifying responsible economic operators
- Lack of economic and administrative sanctions
<table>
<thead>
<tr>
<th>MARKET SURVEILLANCE STEPS</th>
<th>PROBLEMS</th>
<th>POSSIBLE SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Excluding e-commerce from periodical planning</td>
<td>New trends in e-commerce and results of e-MS should be considered and e-MS should be included in annual programmes</td>
</tr>
<tr>
<td>Inspection</td>
<td>Lack of legislation and information about certification and trade marks</td>
<td>Provisions regarding trade marks and certification in technical legislations should be revised considering electronic markets.</td>
</tr>
<tr>
<td></td>
<td>Problems about sampling for market surveillance</td>
<td>Legislative infrastructure should be established</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New sampling techniques specific to e-commerce should be used</td>
</tr>
<tr>
<td></td>
<td>Problems about identification of responsible economic operators</td>
<td>Obligation for online market places to cooperate with MSAs</td>
</tr>
<tr>
<td></td>
<td>Lack of common procedures for e-MS</td>
<td>Improvement of common e-MS procedures</td>
</tr>
<tr>
<td>Measures</td>
<td>Lack of efficient measures</td>
<td>Enabling MSAs to demand partial or wholly shut down of the web sites</td>
</tr>
<tr>
<td>Administrative structure</td>
<td>Inefficient structure for e-MS</td>
<td>A new unit for coordination and support</td>
</tr>
</tbody>
</table>
A new unit under Ministry of Trade

- A central unit for «sampling»
- Non-disclosure of inspectors and inspections
- Internet searches for finding unsafe products
- Follow up for upcoming e-commerce trends
- Close cooperation and coordination with MSAs and online market places
- New legislation for market surveillance over online sales for better sampling procedures and regulation of sanctions
Upcoming legislation

- Inspectors will be authorized for buying products online and these products will be accepted as samples for market surveillance reasons.
Upcoming legislation

- MSAs will be able to demand blacking out the sale ads on the website of marketplace, if they don’t cooperate.
Cooperation with e-commerce services providers
What we expect?

- Increasing awareness regarding importance of safety and conformity among online market places, consumers, e-commerce firms
- Breaking down the perception of «non regulated area»
THANK YOU

MURAT ÇALIŞKAN

MINISTRY OF TRADE
DG FOR PRODUCT SAFETY AND INSPECTION

e-mail: caliskanmu@ticaret.gov.tr
kap@ticaret.gov.tr