

# New Challenges for Japan and the European Union

3<sup>rd</sup> Annual Conference organized by the Research Center for Comparative Consumer Law and Policy in the Digital Society (Doshisha University, Kyoto) and the Centre Perelman (ULB, University of Brussels)

Celebrating the 5th Anniversary of the Research Center for Comparative Consumer Law and Policy in the Digital Society



**13 of March 2026**

*International Seminar organized by the Research Center for Comparative Consumer Law and Policy in the Digital Society (Doshisha University, Kyoto) and the Centre Perelman (ULB)*

*With the cooperation of the International Consumer Policy Research Center, Consumer Affairs Agency (Japan)*

*At the premises of the Faculty of Law of the ULB:  
Solbosch Campus  
H Building, 5<sup>th</sup> floor  
Room H5.150 – Centre Perelman*

*Also available online: Time: March 13, 2026, 12:00 AM Brussels*

Zoom URL : <https://zoom.us/j/94797819618?pwd=3sobnNWIP2IUnfutCji46NVpfN94bO.1>

ID: 947 9781 9618

Pass Code: 190931

*Procedure:*

[https://zoom.us/join/94797819618/invitations?signature=XHFSDLa9AUN2YiKJTGWn4z\\_7pzzP1GtrP-pi2hF\\_UFI](https://zoom.us/join/94797819618/invitations?signature=XHFSDLa9AUN2YiKJTGWn4z_7pzzP1GtrP-pi2hF_UFI)



# Programme

## First session: 12.00 – 13.30 pm

Chair and Introduction: Prof. Isabelle Rorive (ULB)

- **Prof. Em. Tsuneo Matsumoto** (Hitotsubashi University): *Profiling of Personal Data in Consumer Transactions and its Problems*
- **Prof. Kunihiro Nakata** (Ryukoku University/Online): *Contemporary Issues in Japanese Consumer Law: Legal Responsibility of Online Platform Operators in Light of Recent Judicial Decisions*
- **Prof. Shingo Seryo** (Doshisha University/Online): *New Ex-Ante Regulation on Digital Ecosystems in Japan —Second mover advantage or one lap behind?*
- **Prof. Keita Baba** (Kansai University) : *Application des règles de protection des consommateurs aux contrats B2B au Japon*
- **Prof. Elise Poillet** (University of Luxembourg): *The necessity to reconsider the categorisation of consumer law actors in a globalised market: towards a new type of professional, the ‘mega-trader’*
- **Prof. Noriko Kawawa** (Doshisha University): *Les défis législatifs posés par le marketing d’influence*
- **Prof. László Szegedi and Prof. Katalin Gombos** (University of Public Service/Online): *The Active Transparency Reform of EU Law*
- **Yuki Imura** (Consumer Affairs Agency in Japan): *Role of Consumer Agency in Japan and Recent Research on Consumer Policy*

## Second session: 13:40 – 2.00 pm

Chair: Prof. Noriko Kawawa (Doshisha University)

- Discussion

