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**gLAWcal**  
**Comment #204**

**NON-TRADE CONCERNS AND  
CONSUMER PROTECTION IN CHI-  
NA**

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*Based on*

**Piercarlo Rossi “Non-Trade Concerns  
and Consumer Protection:Surrounding  
Issues”**



**gLAWcal**  
Global Law Initiatives for Sustainable Development

# A gLAWcal comment Piercarlo Rossi “Non-Trade Concerns and Consumer Protection: Surrounding Is- sues” in Paolo Davide Farah and Elena Cima (Eds.) Chi- na’s Influence on Non-Trade Concerns in International Economic Law

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There is, around the world, a global social movement, called consumerism, whose aim is seeking to augment the rights and power of the buyers in relation to the sellers. The key question in this scenario is: how can we find a balance between different provisions aiming at protecting competition or markets, and those designed to protect consumers? And more crucially, is it true that inadequate consumer protection leads to distorted competition also at international level? Indeed, in this last case, the authorities that have the capacity to regulate the market operate from different countries, and it is not always easy to assess whether rules aimed at consumer protection are designed to favour consumers rather than national businesses over foreign competitors. It is therefore examined the Chinese model. First, the introduction of the provisions aimed at consumer protection in China correlates to the country’s transition towards a socialist market economy. As a result, the PRC created a broad array of remedies, which encompass civil and criminal law, as well as civil, administrative, and criminal procedural law, most of which were adopted during a phase characterized by a

growing attention towards western models. Here, it is submitted that the counterbalance between consumers and businesses, as well as State enterprises, depends on China’s leading socio-economic policy.

# GLOBAL GOVERNANCE

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The gLAWcal comments are insight and short analytical pieces written by the gLAWcal team. The gLAWcal comments are based on, and inspired by, the books and chapters published within one of the [gLAWcal book series](#) published by Routledge Publishing (New York/London).

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gLAWcal is an independent non-profit research organization (think tank) that aims at providing a new focus on issues related to economic law, globalization and development, namely the relationship between international economy and trade, with special attention to a number of non-trade-related values and concerns. Through research and policy analysis, gLAWcal sheds a new light on issues such as good governance, human rights, right to water, rights to food, social, economic and cultural rights, labour rights, access to knowledge, public health, social welfare, consumer interests and animal welfare, climate change, energy, environmental protection and sustainable development, product safety, food safety and security.

## OUR MISSION

To collaborate with Government, Civil society and business community to balance the excess of globalization with Non Trade Concerns.

## OUR GOALS

To influence policymakers, to raise awareness over Non Trade Concerns, to encourage stakeholder participation, and to disseminate gLAWcal’s publication results.



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**Email:** [research@glawcal.org.uk](mailto:research@glawcal.org.uk)

**Website:** [glawcal.org.uk](http://glawcal.org.uk)

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