

Toward a Safe, Secure, and Prosperous Society



**Consumer Affairs Agency
Government of Japan**

This brochure is an English translation of the original Japanese version.
For information intended for audiences outside Japan, please also refer to the following website.
<https://www.caa.go.jp/en/>

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Mission of the Consumer Affairs Agency

As the organization that steers and leads the nation's consumer administration, the Consumer Affairs Agency works closely with relevant ministries and always approaches diverse issues from the consumer's perspective, striving to realize a society where every consumer as a leading player can live a safe, worry-free and affluent life.

The latter half of 2000s saw a large number of serious consumer issues come about in Japan, epitomizing the era that can aptly be called a historical milestone triggering a rethinking of the roles of the national government. In those days, various problems that posed a threat to the people's safe and secure lives and caused damage to consumers properties came to light one after another as can be seen in significant social problems such as Chinese-made frozen dumpling problems, illegal distribution of contaminated rice, carbon monoxide poisoning accidents caused by gas-fired water heaters and elevator accidents, a flurry of food mislabeling cases and rampant occurrences of scams targeting elderly people.

What is behind the occurrence of such social issues is the fact that since the Meiji period (1868-1912) the national government had been working to achieve a growth in the nation's economy by protecting and fostering businesses in the ministries and agencies, which led to section-by-section approaches toward consumer protection, deeming it as a less important challenge merely derived from missions for industrial promotion.

However, those systems were reviewed and as a result of market-focused measures that have been taken in recent years, including deregulations, there have been a growing demand for a "safe and worry-free market" and "market of good quality." Under such circumstances, the national government has been required to strive to satisfy such a demand and bring about a "paradigm shift" in the government by reviewing the policy measures that have been taken so far and the roles of the administrative organs so that it can realize society where every consumer as a leading player can live a safe, worry-free and affluent life.

Thus, an idea of creating a brand new organization equipped with powerful authority and staffed with sufficient personnel was deliberated with the aim of eliminating the section-by-section approaches in the past and integrating the existing organizations engaged in the consumer administration. Relevant laws for a new organization dedicated to the nation's consumer administration were enacted and promulgated in June 2009, after the nation-wide discussion among government officials including then-Prime Minister Yasuo Fukuda, Diet members, consumers (organization), business operators (organization), intellectuals, and bar associations; the Consumer Affairs Agency was officially established on September 1, 2009.

Always adhering to the philosophy that dates back to its founding, the Consumer Affairs Agency continues to address new challenges arising from digitalization, population aging, and other changes in the consumer environment from the consumer's perspective. As the organization steering and driving the nation's consumer administration within the government, it works hard to fulfill the mission of further meeting the expectations of the people.