

ISSN-2347-2731



**INTERNATIONAL JOURNAL ON CONSUMER
LAW AND PRACTICE**

VOLUME II, 2014

Chair on Consumer Law and Practice
National Law School of India University,
Bengaluru, Karnataka, India

PATRON-IN-CHIEF

Prof.(Dr.) R. Venkata Rao
Vice Chancellor, NLSIU

PATRON

Prof.(Dr.) O.V. Nandimath
Registrar, NLSIU

CHIEF-EDITOR

Prof. (Dr.) Ashok R. Patil
Chair Professor, Chair on Consumer Law and Practice
(Ministry of Consumer Affairs, Government of India)
NLSIU

STUDENT EDITOR

Ms. Bhuvanyaa Vijay

EDITOR ASSISTANT

Mr. Mahesh S. Betasur

EDITORIAL ADVISORY PANEL**Shri. Keshav Desiraju**

Secretary, Ministry of Consumer Affairs,
Government of India,
New Delhi

Prof.(Dr.) N. R. Madhava Menon

Founder Director, Hony, Professor,
IBA Chair on Continuing Legal Edu-
cation, NLSIU, Bengaluru

Prof.(Dr.) Gurjeet Singh

Dean, Department of Law
Guru Nanak Dev University,
Amritsar, Punjab

Prof. (Dr.) Sothi Rachagan

Vice-Chancellor, Predana University
Malaysia

Ms. Indrani Thruaisingham

Head of Consumer International
Office for Asia and the Middle East,
Kuala Lumpur, Malaysia

Prof. Gail Pearson

Professor of Law University of Pacific
Sydney, Australia

Prof. Richard Alderman

Dean, Director, Consumer Law Center,
University of Houston,
Texas USA

Prof. (Dr.) Vijayakumar

Professor, NLSIU, Bengaluru

Prof. (Dr.) C. Rajashekhar

Chairman, P.G. Department of Law
Karnataka University, Dharwad

Prof. (Dr.) H.C. Norbert Reich

Emeritus Professor,
University of Bremen, Germany

Citation: 2 IJCLP (2014)

© Chair Consumer Law and Practice, NLSIU

EDITORIAL

It is with immense pleasure that I present the second issue of the *International Journal on Consumer Law and Practice*, 2014. The journal is truly a one-of-its-kind endeavor of the Chair on Consumer Law and Practice at the National Law School of India University, Bengaluru, established by the Ministry of Consumer Affairs, Food and Public Distribution, Department of Consumer Affairs, Government of India, New Delhi.

Given the unsurpassed relevance of Consumer Protection Laws to the society at broad and the individual consumer(s) in particular, I hope the journal meets its goal of proving to be a beneficial and helpful tool in the hands of not just students of Consumer Protection Law and academicians across the country, but also be a source of pertinent information and awareness to NGOs, the Bar and the Bench and the layman alike. We are proud to have received excellent write-ups from across the world, containing arguments that both enlightened and impressed us, while throwing light on different facets of the field of Consumer Law and Practice.

Knowledge of the fact that Consumer Protection comprises a huge ambit of basic rights of the individual commenced with the then U.S. President John F. Kennedy's special message to the United States Congress on March 15, 1962 wherein he outlined four fundamental consumer rights. Ever since, Consumer Law has developed considerably and has been influenced by growth in trade and wealth, globalization and the strengthening of the consumer movement. The United Nations Guidelines in this regard, seem most relevant. It is in this light that the present journal is an effort to take forward the crusade of Consumer Rights to a more meaningful end.

I would like to thank Mr. Mahesh S. Betasur, Research Assistant and Ms. Bhuvanyaa Vijay, Student, NLSIU who have contributed to the making of this issue and whose work increased the quality of articles even more.

Prof. (Dr.) Ashok R. Patil
Chief Editor

ARTICLES

Reflections on Hans Micklitz' Plea For a 'Movable System' (of Consumer Law): Something to Learn from the Experiences of Indian Consumer Law <i>Prof. Dr. H.C. Norbert Reich</i>	01
Tourist-Consumer Protection in Macau SAR of China as a World Tourism Destination <i>Prof. Dan Wei</i>	32
Europeanization of the Polish Law: Consideration Associated with the Adoption of the Directive on ADR in Consumer Disputes <i>Dr. Ewelina Cała-Wacinkiewicz & Dr. Daniel Wacinkiewicz</i>	47
Protection of Consumers in Cross-border Electronic Commerce <i>Prof. Dr. Ashok R. Patil & Ms. Pratima Narayan</i>	59
GM Crops: Do We Have a Choice <i>Ms. Sanyukta Biswas & Mr. Vasu Jain</i>	80
Consumer Rights & Consumer Protection: A Case Study on Mobile Phones Signals <i>Ms. Varnika Chawla & Mr. Vishwajeet Singh</i>	93