G@ZIELT
- The German Central Unit for eCommerce Control
- Cooperation with Stakeholders
G@ZIELT

Tasks & actions
G@ZIELT – Identification of products
Risk-based selection of products for online searches

Sources for product searches

- RASFF
- RAPEX
- AAC
- INFOSAN
- RAS
- Local CA
- MS/TC authority
- Consumer complaint
- NGO
- Public warning
G@ZIELT – online search types
Risk-orientated product search

Sildenafil in food supplement
- Search by G@ZIELT
- Offers in DE and MS
- DE offers to G@ZIELT contact points
- Follow-up notification to MS via NCP-RASFF

On site inspections  Sampling  RASFF-fup  Public warning  Further investigation
G@ZIELT – online search types

Risk-orientated product search

Greek police arrest seven for alleged olive oil fraud


Greek police have cracked a suspected olive oil adulteration operation and made seven arrests.

The investigation revealed the gang added a dye to make yellow sunflower seed oil simulate the green colour and appearance of olive oil from a base in the region of Larissa.
G@ZIELT – online search types

Risk-orientated product search
G@ZIELT – online search types

Coordinated control programs “Annual Plan”
G@ZIELT – online search types

Coordinated control programs “Annual Plan”

Annual plan
- Since 2014
- 25 programs
- >5000 vendors
- Many not known to CA
- Several test purchases
G@ZIELT – online search types

Comprehensive e-FBO searches

~40% of pure online vendors were NOT registered as FBO
G@ZIELT – online sampling

Challenges

- Payment
- Logistics
- Information of FBO
- 2nd expert opinion
- Capturing of evidence
G@ZIELT – Consumer information
Consumer information
Labelling of registered food shops

Cooperation with trust marks
• Only registered e-FBOs get trust marks
• subjected to official risk-based controls
• BVL recommends consumers to buy only from registered web shops
G@ZIELT – Cooperation

The G@ZIELT stakeholder network

Social media | Providers | Länder | Domain registries
NGOs | COM | Market places | Online control units
Research | Non-EU states | Member states | PSPs | Labs

Smarter rules for safer food and plant health conference

13th December 2019
G@ZIELT – Identification of eFBOs
Cooperation with ISSPs/PSPs

https://le.corp.ebay.com

https://safetyhub.paypalcorp.com

G@ZIELT – Cooperation

Market places

**DAY 1**
- **RASFF**
  - **RASFF alert:** Sibutramine in slimming product

**DAY 2**
- **Market place:** Offer on **market place** (private seller)
  - **Offer deleted**

- **Deletion request forwarded to market place**

**DAY 2**
- **Transmission of search result to federal state**

- **Deletion request by federal state to G@ZIELT**

Smarter rules for safer food and plant health conference
G@ZIELT – Cooperation
Cross-border cooperation

COM WG eCom
FLEP WG eCom
CCP efood/ BTSF
Study visits
RASFF, AAC RAPEX etc.
e-Commerce of Food conference (24-26th June)
e-Commerce of Food conference (24-26th June)

- Organized by the European Commission and the BVL
- 28 speakers from international authorities, marketplaces and online retailers
- The event was fully booked with 250 participants from 25 Member States and 10 third countries.

Program:

- New trends in the online trade of food and related products
- Purchasing behavior of the "Digital Natives
- Secure eShopping
- eCommerce Sales concepts/Logistics
- Legal aspects and challenges in enforcement
- Internet investigations and combating eFood fraud
- Responsibilities of marketplaces and service providers
- International Cooperation
Outcome of e-Commerce of Food (24-26th June)

- Great success for DG SANTE and BVL in terms of excellence, awareness and visibility of this increasingly important task

- The EU Commissioner, the Romanian EU Presidency and the German Federal Minister of Agriculture underlined the importance → The forthcoming Council Presidency (FI) and new Commission will put emphasis on eCommerce control

- US FDA offers cooperation in food online trade control

- Agreement of US FDA and DG SANTE as mutual contact point for cross-border administrative assistance
Outcome of e-Commerce of Food (24-26th June)

• First workshop on e-commerce in Brussels (16th-19th September 2019):
  • Focused on cooperation opportunities and challenges in e-commerce control
  • Participants: US FDA, DG SANTE, experts from the member states, Norway and Switzerland.

• Contact establishment with Google and Facebook→ for online searches in social networks and in m-commerce via Android devices (tablets, smartphones)

• Cooperation between the Italian authority ICQRF and BVL
G@ZIELT – Summary and future needs

Summary

• Concentration of expertise in a central unit
  • Online searches, registration of eFBOs
  • Consumer information, trust marks, FAQs
  • Networking and further development

Future needs

• Intensify international cooperation
• Expand infrastructure for mystery shopping
• Obligation for PSPs to react (cf. Art.14, Directive 2000/31/EC)
• Procedures/legislation website closure
Thank you for your attention!

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