

ASIAN INSTITUTE OF INTERNATIONAL FINANCIAL LAW  
FACULTY OF LAW, THE UNIVERSITY OF HONG KONG

CONSUMER LAW AND POLICY SEMINARS

# Legal Regulation for the Fourth Industrial Age

**Professor Geraint Howells**

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School of Law, City University of Hong Kong*

**Monday, 20 May 2019**

**12:30 - 1:30 pm**

**Academic Conference Room, 11/F Cheng Yu Tung Tower  
The University of Hong Kong**

We are entering into an era of new technological possibilities. Many benefits will be derived from the development of data and computer driven innovation. We will have new products and services and new ways of making and supplying goods and services. Without wanting to inhibit innovation this talk will call for the legal system to remain committed to an ideology and legal framework that supports consumer protection. It will counsel against assuming that the law should give way unduly to the technology agenda, whilst accepting that adaptations should be made and also that there should be a critical review of whether traditional forms of regulation are needed in the Fourth Industrial Age.



**Geraint Howells** is Chair Professor of Commercial Law and Dean of the Law School at City University of Hong Kong; barrister at Gough Square Chambers, London (though not currently practising) and former President of the International Association of Consumer Law. He previously held chairs at Sheffield, Lancaster and Manchester and has been head of law schools at Lancaster and Manchester. His books include *Comparative Product Liability*, *Consumer Product Safety*, *Consumer Protection Law*, *EC Consumer Law*, *Product Liability*, *European Fair Trading Law*, *Handbook of Research on International Consumer Law* and *The Tobacco Challenge*. He has undertaken extensive consultancy work for the EU and UK government as well as for NGOs.

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