

8 July 2026, 16:00 - 17:30 (CEST)
Geneva, Switzerland
Venue: Room XII, Palais des Nations

Recent developments in digital markets

Digitalization continues to reshape markets, business models and consumer behaviour worldwide. Digital platforms, online services and data-driven technologies, including artificial intelligence (AI), are increasingly central to commerce, communication and service delivery. These developments create significant opportunities for innovation, productivity and market entry, but also raise complex regulatory and policy challenges.

From a competition perspective, digital markets continue to raise concerns related to market concentration, platform ecosystems, access to data, self-preferencing practices and the role of large digital intermediaries. In response, many jurisdictions have strengthened enforcement approaches, introduced new regulatory tools, or considered ex-ante frameworks to address structural and behavioural risks in digital markets. For developing countries and economies in transition, enhancing institutional capacity and promoting international cooperation remain essential to effectively address emerging challenges.

Digitalization is transforming how consumers access goods and services, obtain information and engage with businesses. The expansion of online marketplaces, digital advertising and algorithm-driven services has increased exposure to risks such as misleading practices, fraudulent schemes, unsafe products sold through online channels, and misuse of consumer data. Policymakers are therefore strengthening legal frameworks, improving enforcement mechanisms and promoting consumer awareness to ensure that digital markets remain fair, transparent and safe.

This session will examine how competition and other related laws and policies are evolving in response to recent developments in digital markets, including the growing role of AI and digital platforms. It will highlight recent regulatory and enforcement trends, share national and regional experiences, and explore opportunities to strengthen international cooperation in addressing shared digital market challenges.





Programme

16:00 - 17:00 **Speakers**

- Mr. Nuno Cunha Rodrigues, President, Competition Authority, Portugal
- Mr. Joel Omari, Director, Competition and Consumer Protection, Competition Authority of Kenya
- Ms. Halee Kim, Director, Litigation Division, Korea Fair Trade Commission
- Prof. Alexey Ivanov, Director, BRICS Competition Law and Policy Centre

17:00 - 17:30 **Interactive debate**

Contact

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