

**6 July 2026, 15:00 - 18:00 (CEST)**  
**Geneva, Switzerland**  
**Venue: Room XII, Palais des Nations**

## Enforcement of consumer protection law in global markets, including digital tools and cross-border considerations

Effective enforcement of consumer protection law is fundamental to ensuring consumer trust, fair competition and well-functioning markets, particularly in an increasingly digital and interconnected global economy. As commerce expands across borders and online platforms, enforcement authorities face growing challenges, including jurisdictional fragmentation, information asymmetries and the rapid spread of harmful practices at scale.

This session will examine how consumer protection authorities can strengthen enforcement frameworks to respond to these evolving dynamics. Drawing on Un Trade and Development (UNCTAD) research and member States' experiences, it will explore institutional arrangements, investigative and sanctioning powers, and the effectiveness of redress mechanisms in delivering meaningful outcomes for consumers. Particular attention will be given to enforcement challenges in digital markets, including misleading online practices, dark patterns, fake reviews and the increasing complexity of cross-border transactions.

A central focus of the session will be the role of international cooperation as a cornerstone of effective enforcement in global markets. Given that many harmful practices operate across jurisdictions, no single authority can address them alone. The session will highlight practical experiences with bilateral and regional cooperation frameworks, global networks and coordinated actions. It will also discuss persistent challenges, including legal and procedural barriers to cooperation, and explore ways to strengthen trust, interoperability and coordination among authorities.

The session will further examine the growing use of digital enforcement tools to support risk-based, data-driven approaches, while emphasizing the importance of safeguards such as transparency, accountability, data governance and human oversight.

Overall, the session aims to foster an exchange of experiences and identify practical approaches to strengthening enforcement through a combination of robust national frameworks, enhanced regional and international cooperation and the responsible use of digital technologies.





## Questions for discussion

- (i) How can governments ensure that consumer protection authorities have clear mandates, adequate investigative powers and sufficient resources to effectively address complex infringements in digital and cross-border markets?
- (ii) What practical approaches and cooperation mechanisms can strengthen information-sharing and coordinated enforcement actions across jurisdictions, while respecting legal, confidentiality and due-process constraints?
- (iii) What should be the key priorities for authorities adopting or scaling up digital enforcement tools, including artificial intelligence, to support risk-based, data-driven enforcement, while ensuring transparency, accountability and human oversight?
- (iv) How can international organizations and development partners best support developing countries in strengthening enforcement capacity, including institutional frameworks, digital infrastructure and technical expertise?

## Programme

15:00 - 15:10 **Presentation by the UNCTAD secretariat**

15:10 - 16:30 **Part I - Addressing Enforcement Challenges in Cross-Border and Digital Markets**

**Interactive debate**

16:30 - 16:40 **Presentation by the UNCTAD secretariat: Checklist for consumer protection agencies deploying AI**

16:40 - 18:00 **Part II - Enhancing Enforcement through Digital Technologies and AI**

**Interactive debate**

### Speakers

- Mr. Muhammad Mufti Mubarak, Chairman, National Consumer Protection Agency of the Republic of Indonesia
- Mr. Ricardo Salazar, President, Consumer Protection Agency, El Salvador
- Mr. Peng Zengtian, Deputy Director General, Enforcement and Inspection Bureau, State Administration for Market Regulation, China
- Mr. Boniface Kamiti, Manager, Consumer Protection, Competition Authority of Kenya
- Ms. Martyna Derszniak, Director, International Cooperation, Office of Competition and Consumer Protection, Poland

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