

UNCTAD Webinar: Protection of vulnerable consumers on digital markets

Date: 21 March 2024

Time: 14:00-15:30 (CET)

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Agenda		
14:00-14:05	Welcoming remarks and introduction	Teresa Moreira, Head, Competition and Consumer Policies Branch, UNCTAD Professor Christine Riefa, Consumer Law Expert, University of Reading, and Coordinator of UNCTAD Working Group on consumer protection in e-commerce and Emy Gustavsson, Senior Legal Officer and Policy Advisor, Swedish Consumer Agency
14:05-14:35	Presentation on how to disclose commercial content to children on social media platforms by taking research on advertising literacy into account	Dr. E.A. van Reijmersdal, Associate Professor, Amsterdam School of Communication Research ASCoR at the University of Amsterdam
14:35-14:50	Presentation on how research on children's advertising literacy could make the enforcement more effective	Cecilia Norlander, Senior Legal Officer, Swedish Consumer Agency
14:50-15:05	Presentation of enforcement cases related to the protection of vulnerable consumers	Antonio Mancini, Senior Expert, Directorate for International and EU Affairs, Italian Competition Authority
15:05-15:25	Q&A session	All participants
15:25-15:30	Closing remarks	Professor Christine Riefa, Consumer Law Expert, University of Reading, and Coordinator of UNCTAD Working Group on e-commerce and Emy Gustavsson, Senior Legal Officer and Policy Advisor, Swedish Consumer Agency