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### Agenda

2.00 - 2.05 p.m.	<b>Opening remarks</b> <ul style="list-style-type: none"> <li>- <b>Teresa Moreira</b>, Head, Competition and Consumer Policies Branch, UNCTAD</li> </ul>
2.05 – 2.50 p.m.	<b>Moderation</b> <ul style="list-style-type: none"> <li>- <b>Valentina Rivas</b>, Programme Management Officer, Competition and Consumer Policies Branch, UNCTAD</li> </ul> <p><b>Presentation:</b> <i>From likes to lifestyle: How social media fuels youth consumer culture</i></p> <ul style="list-style-type: none"> <li>- <b>Liselot Hudders</b>, Professor, Department of Communication Sciences and Director of the Centre for Persuasive Communication, Ghent University, Belgium</li> </ul>
2.50 – 3.05 p.m.	<p><b>Presentation:</b> <i>The EU Consumer Protection Cooperation Network's Key Principles on in-game virtual currencies</i></p> <ul style="list-style-type: none"> <li>- <b>Emy Gustavsson</b> and <b>Cecilia Norlander</b>, Senior Legal Officers, Swedish Consumer Agency, Sweden</li> </ul>
3.05 – 3.20 p.m.	<p><b>Presentation:</b> <i>Protecting young consumers in digital markets in Mexico</i></p> <ul style="list-style-type: none"> <li>- <b>Gabriela Karem Loya Minero</b>, General coordinator, Education and Dissemination, Office of the Federal Prosecutor for the Consumer, Mexico</li> </ul>
3.20 – 3.30 p.m.	<b>Closing remark</b>

