

**Intergovernmental Group of Experts on
Consumer Protection Law and Policy, 9th session
Room XII, Palais des Nations, Geneva
6-8 July 2026**

Statement

Georgia

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GEORGIA
ICPEN PRESIDENCY
BUILDING TRUST IN THE DIGITAL AGE
2026 | 2027

Georgian Competition
and Consumer
Agency



ICPEN and GCCA's Priorities During the Presidency 2026-2027

IRAKLI LEKVINADZE

Chairman, Georgian Competition and Consumer Agency



ICPEN: A COMMUNITY WITH ONE MISSION

- **A COMMUNITY THAT HELPS CONSUMER PROTECTION AUTHORITIES COOPERATE AGAINST UNFAIR, MISLEADING AND FRAUDULENT PRACTICES**
- **CONSUMER MARKETS ARE NO LONGER PURELY NATIONAL, ISOLATED ENFORCEMENT IS NO LONGER ENOUGH!**



MAIN MESSAGE OF THE PRESIDENCY: BUILDING TRUST IN THE DIGITAL AGE

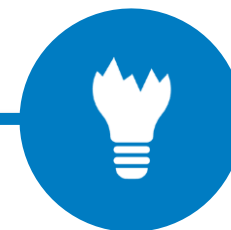
TRUST IS THE FOUNDATION OF EVERY MARKET



WITHOUT TRUST,
CONSUMERS
HESITATE



WITHOUT TRUST,
HONEST BUSINESSES
SUFFER

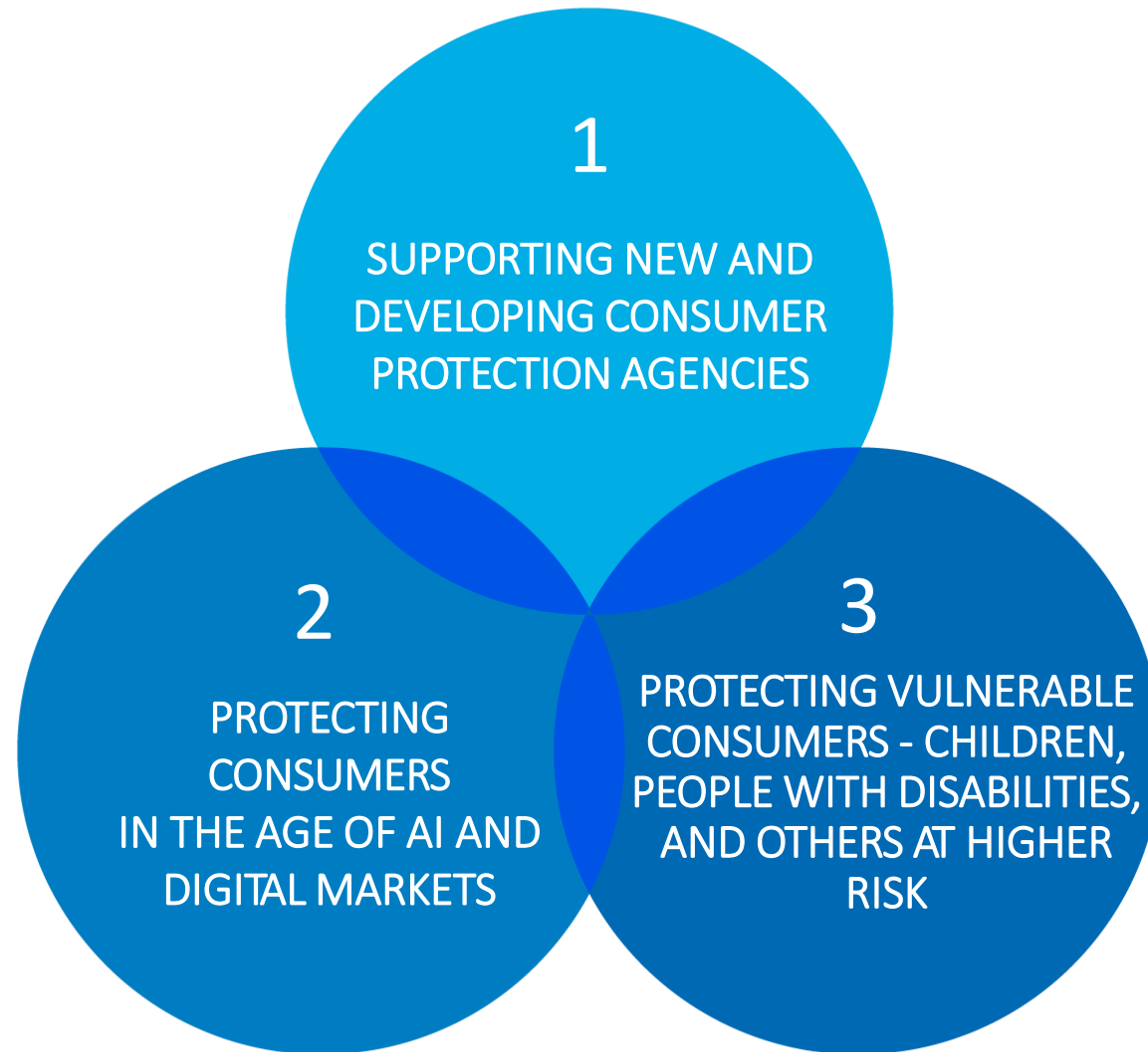


WITHOUT TRUST,
INNOVATION LOSES
LEGITIMACY

IN THE DIGITAL ECONOMY, CONSUMERS INTERACT WITH TRADERS THEY NEVER MEET, PLATFORMS THEY DON'T FULLY UNDERSTAND, AND TECHNOLOGIES THAT SHAPE THEIR CHOICES INVISIBLY AND TRUST HAS NEVER MATTERED MORE!



THREE PRIORITIES FOR 2026-2027



UNCTAD

PROVIDES A GLOBAL POLICY
PLATFORM FOR CONSUMER
PROTECTION LAW AND POLICY

ICPEN

HELPS ENFORCEMENT AUTHORITIES
TURN POLICY CONCERNS INTO
PRACTICAL COOPERATION

TOGETHER, POLICY AND ENFORCEMENT MAKE CONSUMER PROTECTION MORE EFFECTIVE

AN INVITATION TO ENGAGE WITH ICPEN

ALREADY A MEMBER

BE ACTIVE, PROPOSE IDEAS, AND
SHARE YOUR EXPERIENCE

NOT YET A MEMBER

WE WARMLY ENCOURAGE YOU TO
EXPLORE MEMBERSHIP AND
COOPERATION

CONSUMER PROTECTION IS STRONGER WHEN MORE AUTHORITIES ARE CONNECTED



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LOOKING AHEAD TO TBILISI

**GEORGIA WILL WELCOME ICPEN COLLEAGUES TO TBILISI
AT THE CROSSROADS OF EUROPE AND ASIA, WHERE CULTURES,
MARKETS, AND REGULATORY TRADITIONS MEET**

***ICPEN CONFERENCE AND HIGH-LEVEL MEETING
14 – 18 SEPTEMBER, 2026***



LEGAL FRAMEWORK/INSTITUTIONAL COMPETENCES

LAW OF GEORGIA ON COMPETITION	LAW OF GEORGIA ON THE PROTECTION OF CONSUMER RIGHTS; LAW OF GEORGIA ON ELECTRONIC COMMERCE	LAW OF GEORGIA ON THE INTRODUCTION OF ANTI-DUMPING MEASURES IN TRADE			
Restrictive Agreements, Decisions and Concerted Practices (Cartels)	Provision of Information to Consumers in a Proper Manner	Conducting Investigations for the Purpose of Introducing Anti-Dumping Measures in Trade	NBG	Competition / Consumer Protection	Banking Institutions, Microfinance Organisations and Financial Services Providers
Abuse of Dominant Position	Delivery of Goods within Established Timeframes		GNERC	Competition / Consumer Protection	Water, Electricity and Natural Gas Supply Companies
Concentration Control	Distance Contracts and Off-Premises Contracts		ComCom	Competition / Consumer Protection	Mobile and Fixed-Line Telecommunications, Internet, TV and Radio Service Providers
State Aid Monitoring	Legal and Commercial Guarantee		ISSSG	Consumer Protection	Insurance Undertakings
Unfair Competition	Unfair Standard Contract Terms		GCCA	Competition / Consumer Protection	
	Unfair Commercial Practices				
	Provision of Information Society Services				
	Electronic Contracts				

12 Years



Georgian Competition
and Consumer
Agency

THANK YOU FOR
YOUR ATTENTION

COMPETITION
POLICY

CONSUMER
PROTECTION

ANTI-DUMPING
MEASURES