

9th United Nations Conference on Competition and Consumer Protection
Room XIX, Palais des Nations
Geneva
7-11 July 2025

**Maximising the Synergies Between
Competition and Consumer Protection Policies**

The Italian Experience

Presentation

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MAXIMISING THE SYNERGIES BETWEEN COMPETITION AND CONSUMER PROTECTION POLICIES

THE ITALIAN EXPERIENCE



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DELLA CONCORRENZA
E DEL MERCATO

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CONSUMER PROTECTION



COMPETITION

SOME EXAMPLES OF SINERGY



Unfair changes to prices



Excessive pricing

Migration without consent



Mergers-consolidation

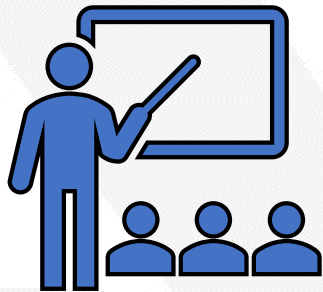
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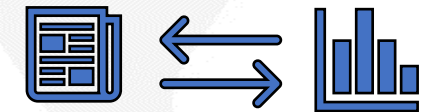
EU DMA

TOOLS TO FOSTER INTERNAL SINERGY

Training



Information sharing



PROMOTING SYNERGIES INTERNATIONALLY



ICPEN
Mentorship Project

Bilateral agreements



ICN
Effective Training



Two sides of the same coin

Housing both competences can offer significant advantages

An integrated approach can prevent policies from clashing





Google

Microsoft

Dati	Google YouTube	Bing GitHub
Infrastrutture (cloud)	Google Cloud	Microsoft Azure
Chips (non GPU)	TPU	Maia 100
Modelli di fondazione	Gemini Imagen Veo	Phi-3 GPT-4o
Distribuzione (piattaforme)	Google Cloud Model Garden Google Cloud & Android Marketplace	Azure AI Model Catalog Azure Marketplace
Applicazioni	Google Workspace YouTube Android Google	Microsoft 365 Windows LinkedIn GitHub