



19th GLOBAL CONFERENCE OF THE INTERNATIONAL ASSOCIATION OF CONSUMER LAW (IACL)

"New Challenges in Consumer Law: Celebrating 40 Years of the United Nations Guidelines for Consumer Protection and the Founding Fathers of the IACL"

19e CONFÉRENCE GLOBALE DE L'ASSOCIATION INTERNATIONALE DE DROIT DE LA CONSOMMATION (IACL)

"Nouveaux défis du droit de la consommation: célébrer les 40 ans des Lignes directrices des Nations Unies pour la protection des consommateurs et les Pères fondateurs de l'IACL"

19 ° CONFERENCIA GOBAL DE LA ASOCIACIÓN INTERNACIONAL DE DERECHO DEL CONSUMIDOR (IACL)

"Nuevos desafíos del derecho del consumidor: celebrando los 40 años de las Directrices de Naciones Unidas de protección al consumidor y a los Padres Fundadores de la IACL"



SPONSORS – AUSPICIANTES





PROGRAMME - PROGRAMA

Day 1 - Día 1

Wednesday, July 23rd - Miércoles 23 de julio

Morning session - Sesión matutina

Venue/Lugar: Facultad de Derecho - Universidad de Buenos Aires (UBA)

Avda. Figueroa Alcorta 2263, Ciudad Autónoma de Buenos Aires

AULA MAGNA

MAIN FLOOR - PLANTA PRINCIPAL

8:00 - 9:30	Registration – Acreditaciones
9:30 – 10:00	Openning adress - Palabras de bienvenida de autoridades
ESPAÑOL (Simultaneous translation into English will be provided)	Silvia Nonna , Vicedecana de la Facultad de Derecho (UBA) Claudia Lima Marques , Presidenta IACL Sebastián Barocelli , Presidente del Comité Organizador 19° Conferencia
10:00 - 10:45	Dialogues: “Celebrating the IACL and its founding fathers” Diálogos: “Celebrando a la IACL y a sus padres fundadores”
ESPAÑOL	



(Simultaneous translation into English will be provided)	<i>Chair/Presidente: Sebastián Barocelli (Argentina)</i> Claudia Lima Marques (Brasil) Gabriel Stiglitz (Argentina)
10:45 - 11:15	COFFEE BREAK – PAUSE CAFÉ – PAUSA PARA EL CAFE, Hall de la Reforma Universitaria
11:15 - 12:30 ENGLISH (Se proporcionará traducción simultánea al español)	<u>"40 Years On: Revisiting the UN Guidelines for Consumer Protection and Today's Global Challenges"</u> <u>"40 años después: Revisitando las Directrices de las Naciones Unidas para la Protección del Consumidor y los Desafíos Globales Actuales"</u> <i>Chair/Presidente: Sebastián Barocelli (Argentina)</i> Teresa Moreira (Portugal - UNCTAD) Video Claudia Lima Marques (Brazil): "Symbiotic Products and Services, AI and the New Digital Consumer Expectations: The Need to Reform the UNGCP" James Nehf (USA): "UN Guidelines on Consumer Protection regarding consumer dispute resolution" Michelle Kelly-Louw (South Africa): "A Drive to a Cashless Society: Promoting Financial Inclusion or Financial Exclusion?"

LUNCH (not included in the registration)

ALMUERZO (No incluido en la inscripción)



Session francophone de l'après-midi

Lieu: Facultad de Ciencias Jurídicas - Universidad del Salvador (USAL)

Av. Callao 660, Ciudad Autónoma de Buenos Aires

AULA MAGNA "GUILLERMO BORDA"

13h00 - 14h00	Accréditations
14h00 – 14h15	Mots de bienvenue des autorités Martina Rojo , Directrice du programme de Droit franco-argentin (USAL) Claudia Lima Marques , Présidente IACL
14h15 - 15h15	<u>Premier atelier: "Protection des consommateurs et innovation technologique"</u> <i>Présidente: Martina Rojo</i> Malo Depince (France): "L'information numérisée du consommateur" Jennifer Bouffard (France): "L'appréhension par le droit de la consommation du design des interfaces utilisateurs" Gabriel Arnaud Berthold – Marc Lacoursière (Canada): "(Les principes directeurs et l'effectivité du droit à l'information en matière de crédit : contribution d'une étude empirique)" Juan Villalba Cuéllar (Colombie): "Le droit de la consommation, entre la protection de la partie faible et le bon fonctionnement du marché"
15h15 – 16h15	<u>Deuxième atelier: "Efficacité de la protection des consommateurs"</u> <i>Présidente: Claudia Lima Marques</i> Dyaa Sfindla (Maroc): "Les enjeux de la protection du consommateur en droit marocain" Laurence Usunier (France): "Les recours collectifs au soutien de l'effectivité des droits des consommateurs: l'exemple de l'action de groupe en France" Maria Luiza Baillo Targa (Brésil): "La réparation intégrale des dommages subis par les passagers dans le transport aérien international"



	Emilio Moro (Argentine): “Transversalité du droit de la consommation et son lien nécessaire avec d'autres disciplines juridiques”
16h15 - 16h35	Pause café, Rez-de-chaussée
16h35 – 17h35	<u>Troisième atelier: “Droit de la consommation, vulnérabilité et protection de la santé humaine”</u> <i>Présidente: María Luiza Bailo Targa</i> Yann Favier (France): “Le consommateur et ses données de santé: faut-il repenser la protection du consommateur?” Cecile Le-Gal Fontes (France): “Accès aux produits de santé et gestion des pénuries. Le rôle des instances internationales” Guillaume Monziols (France): “Promotion des produits dans le domaine de la santé: la protection perfectible du consommateur” Maxim Peron (France): “Les principes directeurs des Nations Unies sur la protection des consommateurs au service de la protection du mineur consommateur. Propositions pour la constitution d'un régime protecteur”
17h35 - 18h35	<u>Quatrième atelier: “Droit de la consommation et durabilité”</u> <i>Présidente: Leila Devia</i> Patricia Antunes Laydne (Brésil): “Hypervulnérabilité climatique et protection contractuelle des consommateurs: une réponse juridique urgente” Marie-Claude Desjardins (Canada): “Choisir en fonction de l'origine et la provenance des produits dans une visée de durabilité : limites et potentiel du droit canadien” Gabriel Roussin-Léveillé (Canada/Luxembourg): “Loi (québécoise) sur la protection du consommateur : Un investisseur-consommateur aux abonnés (quasi) absents” Gonzalo Sozzo (Argentine): “La Naissance d'un droit de la consommation pour des modes de consommation post-croissance en Amérique du Sud”
18h35	Clôture de la journée



Eventos Paralelos:

Lugar: Facultad de Ciencias Jurídicas de la Universidad del Salvador (USAL)

Av. Callao 660, Ciudad Autónoma de Buenos Aires

Salón/Sala	“MICROCINE”, 1º piso - 1º andar	“RP ALONSO”, 5º andar
Idioma	Español – Português	Português
Actividad/ Actividade	<u>Presentaciones de Estudiantes y Noveles graduados</u> <u>Apresentações de Estudantes e Novos Graduados</u>	<u>Atividade Brasilcon</u>
Coordinación/ coordenação	Natalia Torres Santomé Laila Moliterno Abi Cheble	Fabio Torres da Souza Lucia Souza D’Aquino
14:15 – 15:15	<i>Presidente: Laila Moliterno Abi Cheble</i> Janice Scheila Kieling: “La influencia de la Inteligencia Artificial en la construcción de los deseos de consumo y en el Sobreendeudamiento Algorítmico en América Latina: desafíos para la protección de los Derechos Humanos” Lais Naomi Sardelli Samezima: “A responsabilização das redes sociais pela disseminação de deepfakes na perspectiva do direito do consumidor Isabella Vaz Pinheiro - O patrocínio de times de futebol por casas de apostas esportivas à luz do direito do consumidor” Kaio Musquim Ferreira: “A responsabilidade das plataformas na divulgação de conteúdo sexual de crianças e adolescentes” Bianca de Barros Raimondi: “Proteção do consumidor contra o greenwashing na indústria da moda brasileira” DEBATES	<u>Superendividamento - Crédito responsável: Assédio, responsabilidade e hipervulnerabilidade</u> <i>Presidente: Des. Fabio Torres (TJMG, Vice-Presidente do Brasilcon)</i> Profa. Dra. Rosangela L. Cavallazzi (UFRJ-PUC-Rio): “Superendividamento dos consumidores e o crédito consignado” Prof. Sergio Emilio Schlang (Universidade Católica do Salvador): “Hipervulnerabilidade do consumidor e planos de saúde” Me. Cezar Ferrari (PPGD UNINOVE): “Os meios jurídicos de solução do endividamento do consumidor: aspectos processuais” Prof. Dr. Marcelo Schenk Duque (UFRGS): “Drittwirkung, ADI 2591 e a efetividade do mínimo existencial”
15:15 – 16:15	<i>Presidente: Laila Moliterno Abi Cheble</i>	<u>Proteção do consumidor, Direito Digital e Capitalismo Humanista</u>



	Carolina Jardim Rangel: “Sellos sostenibles para productos alimenticios en la Unión Europea” Andressa Zanfonatto Slongo: “Directrices de las naciones unidas para la protección de los consumidores y el acceso a la información: propuesta para incluir directrices específicas sobre la certificación agroecológica de los alimentos” Nathália Kovalski Cabral: “La adopción de las directrices de las naciones unidas para la protección del consumidor en el Mercosur: la información al consumidor sobre la producción sostenible de alimentos” Witor Flores: “Revisiting the United Nations Guidelines for Consumer Protection: Strengthening Consumer Rights in the Globalized Digital Economy” DEBATES	<i>Presidentes: Dra. Fabíola Meira (IBRAC, Diretora do Brasilcon) e Prof. Dr. Augusto Jaeger Jr. (UFRGS)</i> Fernando Porcino Gonçalves Pereira (PPGD UNINOVE): “A alma algorítmica e o declínio da autonomia: neurodireitos, persona digital e a reconstrução do sujeito na era da vigilância” Fernando Antônio Lira Rangel (PPGD UNINOVE): “Recuperação judicial e direito do consumidor: garantia da concorrência e proteção sob a égide da dignidade humana” Prof. Dr. Ricardo Hasson Sayeg (PUC-SP): “A contribuição do capitalismo humanista para a proteção do consumidor”
16:15 - 16:35	Pausa para el café – Pausa para o café, PLANTA BAJA - Rés-do-chão	
16:35 – 17:35	<i>Presidente: Natalia Torres Santomé</i> Céspedes Pilar: “Somos lo que consumimos” Gabriela Isabel Posteraro: “Consumidores del siglo XXI: “consumo exprés vs seguridad, garantías en bienes y servicios” Mateo González: “Ludopatía digital: un desafío emergente en adolescentes como consumidores hipervulnerables en el ámbito educativo” Magdalena Eva Heigel Torres: “Empresas y derechos humanos: ¿un nuevo horizonte para la protección del consumidor?” DEBATES	<u>Painel Final: Atualização do CDC para o mundo digital: o PL 3514,2015 necessita atualização?</u> Profa. Dra. Lúcia D’Aquino (UFF, Diretora do Brasilcon) e Profa. Dra. Fernanda Barbosa (PUC-RS, Diretora do Brasilcon) <u>Palavras de Encerramento</u> Des. Fábio Torres (TJMG, Vice-Presidente do Brasilcon)
17:35 – 18:35	<i>Presidente: Natalia Torres Santomé</i>	



	Bautista José Testa: “Riesgos digitales y educación financiera: claves para protección del consumidor financiero en Argentina” Alexandra Reyes Janampa - Nell Hugo Lara Herrera: “Del consumidor vulnerable al consumidor digital: desafíos de las directrices de la ONU en la era de la inteligencia artificial” Xiomara Isamar: “Inteligencia artificial agentica y due process: garantías para la protección efectiva del consumidor en un entorno digital atravesado por sesgos y alucinaciones algorítmicas” Sofia Costa Lucca: “Derechos de las personas consumidoras LGBTQIA+ en América Latina: Análisis de la jurisprudencia interamericana sobre discriminación en el acceso a bienes y servicios” Isabelle Marcondes Leão de Souza: “Direito à inclusão social dos consumidores migrantes no contexto das <i>smart cities</i> no Brasil” DEBATES	
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Day 2 - Día 2

Thursday, July 24th - Jueves 24 de julio

Lugar/venue: Facultad de Derecho-Universidad de Buenos Aires (UBA)

Avda. Figueroa Alcorta 2263, Ciudad Autónoma de Buenos Aires

PLANTA PRINCIPAL – MAIN FLOOR

Language/Idioma	English	English	Español	Español
Room/Salón	Aula Magna	Green	Azul	Rojo
9:00 - 9:50	CONCURRENT WORKSHOPS, SESSION 1		WORKSHOPS CONCURRENTES, SESION 1	
	AI AND CONSUMER PROTECTION	SOCIAL PERSPECTIVES FOR CONSUMER PROTECTION IN DIGITAL ERA	IMPACTOS DEL USO DE LA INTELIGENCIA ARTIFICIAL	INSOLVENCIA Y RELACIONES DE CONSUMO
	<i>Chair: Malo Depince</i>	<i>Chair: Joasia Lusak</i>	<i>Presidente: José Sahián</i>	<i>Presidenta: Belén Japaze</i>
	Srivastava Aashish (Australia): “Consumer Protection and Liability Frameworks in India in the Age of Artificial Intelligence”.	Howard Chitimira (Zimbabwe): “The role of financial education in the promotion of digital financial services and consumer protection for the poor in Zimbabwe”.	Lucas Del Villar Mont: (Chile) “La Regulación del Uso de Inteligencia Artificial en el Servicio de Atención al Cliente: Desafíos y Oportunidades para la Protección de los Derechos del Consumidor”	Esteban Carbonell O’Brien (Perú): “Sobreendeudamiento del consumidor: Panorama actual de los créditos de consumo en el Perú y el Derecho Comparado”
	Andrea Mariguetto (Italy): “Artificial Intelligence and Consumer Protection, a reflection in light of the Guidelines”.	Burcu Erbayraktar (Türkiye) “Patients and Healthcare Consumers: A Turkish Law Perspective”	Liton Lanes Pilau Sobrinho (Brasil): “Los impactos de la IA en la solución de conflictos de sobreendeudamiento”	Estela Josefina Condraz (Argentina) “El consumidor sobreendeudado como sujeto vulnerable. Revisión crítico-jurídica”



				de la Ley de Concursos y Quiebras Argentina”
	Matsietso Agnes Matasane (South Africa): “The implications of Artificial Intelligence (AI) in Financial Consumer Protection: Balancing Innovation, Ethics, and Regulation in South Africa”.	Ulrich Kruger – Leena Pundt (Germany): “Between Law and Affection – the Potential Role of the UN Guidelines for Consumer Protection in the Consumer Credit Business”.	Fulvio Santarelli (Argentina): “Inteligencia artificial en las relaciones de consumo”	Juan Luis Goldenberg Serrano (Chile): “Los consumidores como acreedores vulnerables en el contexto concursal”
9:50 - 10:40	CONCURRENT WORKSHOPS, SESSION 2		WORKSHOPS CONCURRENTES, SESION 2	
	OVER-INDEBTED AND FINANTIAL INCLUSION	CONSUMER PROTECTION AS HUMAN RIGHTS	SERVICIOS FINANCIEROS	LA AGENDA DEL CONSUMIDOR DIGITAL
	<i>Chair: Laila Moliterno Abi Cheble</i>	<i>Chair: Alfredo Ferrante</i>	<i>Presidente: Sebastián Barocelli</i>	<i>Presidente: Ezequiel Valicenti</i>
	Barbara Kunde Steffens (Brazil): “Over-indebted women and the difficulty in renegotiating debts”.	Carlos Alvez (Argentina): “Impact of the United Nations Guidelines for Consumer Protection: Their Influence on National and International Consumer Protection Frameworks”	Valentina Aicega (Argentina): “Financiación para el consumo”	César Carranza Álvarez - Olga Alcántara Francia (Perú): “La hiperconectividad y el derecho al descanso digital: análisis desde el ámbito de tutela del consumidor”
	Lúcia Souza D’Aquino (Brazil): “Challenges in Combating the Over-Indebtedness of Women from a Gender Perspective”.	Walter Krieger (Argentina): “Consumers rights as human rights. Jurisprudence of the Interamerican Court of Human Rights”.	Daniel Guevara – Alexander Rocha (Ecuador): “El nuevo ecosistema financiero: responsabilidad de las empresas fintech frente al consumidor digital”	Ricardo Danuzzo (Argentina): “La responsabilidad solidaria de las plataformas frente a los consumidores y usuarios”
		Tshepiso Scott-Ngoepe - Yeukai Mahleza (South Africa): “Enhancing Consumer Protection and Product Safety in South Africa: An analysis of Legislative Frameworks and Human Rights Considerations”	Marcia Regina Moro da Rocha – José Antonio de Azevedo Gomes (Brasil): “Protección y defensa de los consumidores sobreendeudados: una visión práctica de la aplicabilidad de la Ley 14181/21 y sus efectos en el ámbito judicial. Análisis de la	Roberto Ruiz Díaz Labrano (Paraguay): “El consumidor frente a las nuevas tecnologías”



			aplicabilidad y decisiones en los tribunales brasileños"	
10:40 - 11:00	COFFEE BREAK – PAUSA PARA EL CAFE, Hall de la Reforma Universitaria			
11:00 - 11:50	CONCURRENT WORKSHOPS, SESSION 3		WORKSHOPS CONCURRENTES, SESION 3	
	SUSTAINABILITY	FREE	INTELIGENCIA ARTIFICIAL EN LAS RELACIONES DE CONSUMO	LA RESPONSABILIDAD CIVIL EN EL DERECHO DEL CONSUMIDOR
	<i>Chair: Peter Rott</i>	FREE	<i>Presidente: Marcelo Sánchez Rodríguez</i>	<i>Presidenta: Natalia Torres Santomé</i>
	Lorena Bianchi – Gonzalo Sozzo - Mariano Churruarin (Argentina): "Combating planned obsolescence in Latin America to promote ecological transition"	FREE	Sebastián Bozzo - Francisca Barrientos (Chile): "La protección del consumidor frente a sistemas de inteligencia artificial: una propuesta para la redefinición del concepto de proveedor en América del Sur"	Lidia Garrido Cordobera (Argentina): "La necesidad de revisión de las directrices de NU para la protección al consumidor frente a los nuevos -o no tanto- desafíos tecnológicos y ambientales: el riesgo de desarrollo"
	Elise Poillot (Luxembourg): "Consumer rights and sustainability goals"	FREE	Carlos De Cores Helguera (Uruguay): "Relaciones de consumo, plataformas digitales inteligentes y libertad contractual"	María del Rosario Monteagudo (Argentina): "Hacia un nuevo marco normativo para la protección de los consumidores en la economía de las plataformas"
		FREE	Ezequiel Valicenti (Argentina): "La responsabilidad por productos elaborados en el Derecho del consumidor frente al impacto de la inteligencia artificial"	Federico Ossola (Argentina): "La necesidad de consagrar explícitamente la solidaridad de la cadena de producción y comercialización en sus obligaciones frente al consumidor"
11:50 - 12:40	CONCURRENT WORKSHOPS, SESSION 4		WORKSHOPS CONCURRENTES, SESION 4	
	NEW CHALLENGES IN SHARING ECONOMY. A PERSPECTIVE FROM CONTRACT LAW	FREE	DESAFÍOS DEL DERECHO DEL CONSUMIDOR	SEGURIDAD DIGITAL



	<i>Chair: Michelle Kelly-Louw</i>	FREE	<i>Presidenta: Lucía Martínez Lima</i>	<i>Presidente: Lucas Lucero</i>
	Josje De Vogel (Netherlands): “Servitization: Opportunities and Challenges for Consumer Protection”	FREE	Graciela Lovece (Argentina): “La salud como mercancía y los principios generales del derecho del consumo”	Julio Durand Carrión (Perú): “Retos y desafíos del entorno digital en la protección de los consumidores”
	Peter Rott (Germany): “Rental contracts and the lack of consumer protection in the sharing economy”	FREE	Laura Perez Bustamante (Argentina): “Los animales no humanos como sujetos de derecho en las relaciones de consume”	Daniel Parra Aguilar (Chile): “La vulnerabilidad de los consumidores en la seguridad digital”
		FREE	Oscar Ivan Prux (Brasil): “Internet de las cosas: relaciones de consumo y responsabilidad civil”	Fernando Pico Zuñiga (Colombia): “Desafíos de la responsabilidad por productos defectuosos ante los riesgos y/o daños causados por programas informáticos”
12:40 - 13:30	LUNCH BREAK – PAUSA PARA EL ALMUERZO, Hall de la Reforma Universitaria			
13:30 - 14:20	CONCURRENT WORKSHOPS, SESSION 5		WORKSHOPS CONCURRENTES, SESION 5	
	UNFAIR PRACTICES	INFLUENCERS AND MARKETING IN DIGITAL ERA	DERECHOS HUMANOS E HIPERVULNERABILIDAD EN LAS RELACIONES DE CONSUMO	ENTORNOS DIGITALES Y NUEVAS TECNOLOGÍAS
	<i>Chair: Constanza Garzino</i>	<i>Chair: Walter Krieger</i>	<i>Presidenta: Paula Rodríguez</i>	<i>Presidenta: Gala Nuñez</i>
	Andressa Jarletti Goncalvez de Oliveira (Brazil): “Enforcing consumers protection against digital fraud”	May Yingwei Chen (Hong Kong): “Regulating influencer marketing in livestreaming e-commerce: a comparative analysis of consumer protection in china, the U.S., the EU, and South Korea”	Edison Calahorrano Latorre (Chile): “Obligación de debida diligencia de las empresas frente a la consideración de la persona en movilidad humana como consumidor hipervulnerable”	Ivana Centanaro – Esteban Geracitano (Argentina): “Tecnologías Emergentes: Desafíos del derecho del consumidor relacionados con la inteligencia artificial”
	Annette Redmon – Patrick Redmon (USA): “Many US Hospitals are Non-Compliant with Recent Hospital Pricing	Valentina Francilio Barbosa (Brazil): “Tigrinho's spree”: social impacts of online betting platforms advertisement by digital influencers	José Sahián (Argentina): “Convencionalización del Derecho del Consumidor”	Rodrigo Delgado (Perú): “Patrones oscuros y protección al consumidor en la era digital: la experiencia peruana”



	Transparency Rules – Does it Matter to Consumers?”	in light of the principle of human dignity”		
	Karin Sein (Estonia): “Protecting consumers against abusive debt recovery practices lessons from the Baltic States”	Henrico Tamiozzo (Brazil): “Anxious Generation: Legal control of children’s advertising on social media”	Natalia Torres Santomé (Argentina): “Familias monomarentales e hipervulnerabilidad en el Derecho de Consumidor”	Andressa Zanfonatto Slongo (Brasil): “Protección de datos y las Directrices de las Naciones Unidas para la protección del consumidor: contribuciones para construcción de la Ley MERCOSUR de protección del consumidor ante las nuevas tecnologías”
14:20 - 15:10	CONCURRENT WORKSHOPS, SESSION 6		WORKSHOPS CONCURRENTES, SESION 6	
	PRODUCTS LIABILITY	FREE	EL ABORDAJE DEL SOBREENDEUDAMIENTO EN EL MERCOSUR	RESOLUCIÓN DE CONFLICTOS Y EFICACIA DEL DERECHO DEL CONSUMIDOR
	<i>Chair: Lais Bergstein</i>	FREE	<i>Presidenta: María Jimena Mansilla</i>	<i>Presidenta: María Gabriela Malichio</i>
	Antonio Carlos Efiging – Ana Carolina Fontana de Mattos (Brazil): “The preventive responsibility of essential service providers”	FREE	Belén Japaze (Argentina): “Sobreendeudamiento del consumidor”	Esteban Arias Cau (Argentina): “La prescripción liberatoria de consumo y la necesidad de su regulación expresa”
	Alexander Politis (South Africa): “The case of the exploding bottle: A practical case study in respect of challenges in product safety litigation in South African personal injury cases”	FREE	Laila Moliterno Abi Cheble (Brasil): “Infancia en riesgo de sobreendeudamiento: protección frente a juegos de apuestas online”	Carina Ginestar (Argentina): “La Justicia de Pequeñas Causas de Consumo de Mendoza y su impacto positivo en el acceso a la justicia y resolución inmediata de los conflictos de los consumidores”
		FREE	Dora Szafir (Uruguay): “Sobreendeudamiento: crédito y derechos humanos”	Matías Ponce Márquez (Chile): “Desafíos para la implementación de la directriz sobre solución de



				controversias y compensación en casos de consumidores indeterminados: la experiencia de la reparación del interés difuso en Chile"
15:10 - 15:30	COFFEE BREAK – PAUSA PARA EL CAFE, Hall de la Reforma Universitaria			
15:30 - 16:20	CONCURRENT WORKSHOPS, SESSION 7		WORKSHOPS CONCURRENTES, SESION 7	
	NEURORIGHTS, METAVERSE AND CONSUMER PROTECTION	FREE	PROBLEMATICAS EN TORNO A LA INDUMENTARIA Y SU ABORDAJE DESDE EL DERECHO DEL CONSUMIDOR	SERVICIOS PÚBLICOS Y ORGANISMOS DE CONTROL
	<i>Chair: Marc Lacoursiere</i>	FREE	<i>Presidenta: Luciane Klein Vieira</i>	<i>Presidente: Juan Cruz López Guillermon</i>
	Kelvin Peroli (Brazil): "Protecting consumer neuro-rights"	FREE	Andrea Álvarez Tapia (Perú): "Quien no quiere celeste que le cueste: presencia del impuesto rosa en la línea "ropa para mujer" del canal digital de las principales tiendas por departamento y supermercados de Perú"	Rossana Cañete Duarte (Chile): "La protección del consumidor en los servicios públicos: análisis de la normativa chilena sobre suministro eléctrico y de los estándares internacionales"
	Shuo Wang (UK): "The Metaverse: Foundations and Risks"	FREE	María Jimena Mansilla (Argentina): "Género, diversidades y consumo: desafíos y cuentas pendientes tras la sanción de la Ley de Talles en Argentina"	Rosangela Cavallazzi - Vivian Alves de Assis (Brasil): "El movimiento inverso en la privatización del sector del agua y saneamiento en Brasil"
		FREE	Pamela Mendoza Alonzo (Chile): "El problema del abandono de residuos textiles en Chile. Hacia un avance a la economía circular en una sociedad de consumo"	Remigio Siguencia Montero (Ecuador): "La deficiencia institucional de la Defensoría del Pueblo en la protección del derecho del consumidor en el Ecuador"
16:20 - 17:10	CONCURRENT WORKSHOPS, SESSION 8		WORKSHOPS CONCURRENTES, SESION 8	



	COLLECTIVE DAMAGES	ENFORCEMENT IN CONSUMER LAW	RELACIONES DE CONSUMO DE NIÑAS, NIÑOS Y ADOLESCENTES	APLICACIÓN PÚBLICA Y PRIVADA EN LA PROTECCIÓN A LOS CONSUMIDORES
	<i>Chair: Gonzalo Sozzo</i>	<i>Chair: Claudia Lima Marques</i>	<i>Presidente: Gabriel Fasciolo</i>	<i>Presidenta: Magdalena Heigel Torres</i>
	Ariel Flavian (Israel): “Developments in the UK’s Collective Redress Mechanisms: Challenges and Prospects”	Lais Bergstein (Brazil): “The Crowdstrike and Microsoft case: a comparative study of imputation of liability in the digital environment in Brazil and the European Union”	Luciana Linares García (Brasil): “Apuestas virtuales. La situación en Brasil y la necesidad de proteger a las infancias”	Wendy Ledesma (Perú): “Panorama de la protección al consumidor en Perú”
	Rodrigo Ustarroz Cantali (Brazil): “Collective Moral Damages in Brazil: The need for strict dogmatic delimitation”	Francisco de Elizalde (Spain): “EU Digital Private Law: the transformation of consumer law to reach societal aims”	Diego Martínez Santibañez (Chile): “Niños, niñas y adolescentes consumidores: desafíos para el derecho chileno a la luz de las Directrices de la ONU”	Juan Pablo López Pérez (Colombia): “Compliance, due-diligence y autorregulación: Diferencias y sinergias para una gestión ética y responsable”
	Leanne Wiseman (Australia): “Empowering Consumers’ Rights to Repair: a case study of smart and connected appliances”	Constanza Garzino (Argentina): “Challenges for effectiveness in the defense of consumer rights”	Paula Rodríguez (Argentina): “Nuevos desafíos en materia de servicios financieros de niños, niñas y adolescentes”	Julieta Tabares - Solange Bobbett (Argentina): “Políticas Públicas, Aplicación pública y privada: Enforcement a través de iniciativas gubernamentales y privadas.”
17:10	Closing Day 2 - Cierre de la Segunda Jornada			

Meeting IACL Board´s – Reunión del Consejo Directivo de la IACL

17:20 - 18:00hs

Social programmes – Actividades sociales

17:20 - 18:20 - Guided tour of School of law building (Included in the registration) - Visita guiada por el edificio de la Facultad de Derecho (UBA) (incluida en la inscripción)



18:30 - 20.30: Wine&Food Expo (Access and tasting wine included. Products with additional cost)

18:30 - 20.30: Feria de Vinos y comida (Acceso y degustación de vinos incluida. Productos con costo adicional)

“Salón de los Pasos Perdidos”



Day 3 - Día 3

Friday, July 25th - Viernes 25 de julio

Venue/Lugar: Facultad de Derecho - Universidad de Buenos Aires (UBA)

Avda. Figueroa Alcorta 2263, Ciudad Autónoma de Buenos Aires

MAIN FLOOR - PLANTA PRINCIPAL

Language/Idioma	English	English	Español	Español
Room/Salón	Aula Magna	Green	Azul	Rojo
9:00 - 9:50	CONCURRENT WORKSHOPS, SESSION 9		WORKSHOPS CONCURRENTES, SESIÓN 9	
	SUSTAINABILITY	EFFECTIVENESS IN CONSUMER DISPUTE RESOLUTIONS	RETROSPECTIVA Y PROSPECTIVA DE LAS DIRECTRICES EN EL AMBITO LATINOAMERICANO	LIBRE
	<i>Chair: Yamila Castagnola</i>	<i>Chair: James Nehf</i>	<i>Presidenta: Julieta Trivisonno</i>	LIBRE
	Susanne Augenhöfer (Austria): “Empowering Consumers Against Greenwashing: Evaluating the EU’s Green Claims and Consumer Empowerment Directives”	Jagna Mucha (Poland): “Public Enforcement of Consumer Law in Poland- An Evidence-based Study”	Sandra Frustagli (Argentina): “Proyección de las Directrices de Naciones Unidas para la Protección del Consumidor en la conformación del régimen jurídico argentino: retrospectiva y prospectiva”	LIBRE
	Fernanda Barbosa Loss (Brazil): The European green deal and the Directive 2018-851 of the European Parliament and of the Council of 30	Ersida Teliti (Albania): “The overlapping jurisdictions in consumer issues in Albania and the challenges towards an effective	José Roa Ramírez (Chile): “Desafíos y Brechas Regulatorias en el Comercio Electrónico entre la	LIBRE



	May 2018: an effective way to achieve a sustainable consumption model?	protection. The role of Consumer Protection Commission"	Legislación Chilena y las Directrices de la ONU"	
	Iris Benohr (UK): "Advancing the UN Guidelines for Consumer Protection: Legal Perspectives on Sustainability and Inclusion"	Ying Yu (China): "UNGCP in Practice: CDR (Consumer Dispute Resolution) in Action"	Carlos Tamani (Perú): "El cumplimiento de las Directrices de las Naciones Unidas para la Protección al Consumidor en el sector financiero Peruano"	LIBRE
9:50 - 10:40	CONCURRENT WORKSHOPS, SESSION 10		WORKSHOPS CONCURRENTES, SESIÓN 10	
	ALGORITHMS, CHATBOTS AND CONSUMER PROTECTION	FREE	PROBLEMÁTICAS DE LOS CONTRATOS DE CONSUMO	PROPUESTAS PARA LA ACTUALIZACION DE LAS DIRECTRICES
	<i>Chair: Ted Mermin</i>	FREE	<i>Presidente: Martín Testa</i>	<i>Presidenta: Soledad Polito</i>
	Diógenes Faria de Carvalho (Brazil): "Artificial intelligence and the risks of algorithmic discrimination in the consumer market"	FREE	Carlos De Cores Damiani (Uruguay): "Luces y sombras del desistimiento unilateral en los contratos de consumo"	Florencia Clement – Florencia Wegher (Argentina): "La necesidad de actualizar las Directrices de Naciones Unidas de Protección al Consumidor con perspectiva de género"
	Aleksandr Kirpichev (Russia): "Chatbots in Business-Consumer Relations: A Comparative Analysis of Emerging Case Law, Legal Doctrine, and Legislation"	FREE	Matías Irigoyen Testa (Argentina): "Protección ejemplar del derecho argentino en los contratos incompletos de consumo"	Fabiola Inostroza Leal - Pablo Rodríguez Arias (Chile): "Asociatividad en Consumo en América Latina y el Caribe: la Directriz Perdida"
	Dennis Verbicaro (Brazil): "Algorithmic determinism: a real threat to consumer individuality"	FREE	María Elisa Morales (Chile): "La influencia de la directiva 93/13 en el ordenamiento jurídico chileno"	Gabriela Nucciarone (Argentina): "El impacto de las directrices de Naciones Unidas de protección al Consumidor en la reforma constitucional de 1994. La persona humana en su rol de consumidor"



10:40 - 11:00	COFFEE BREAK – PAUSA PARA EL CAFE, Hall de la Reforma Universitaria			
11:00 - 11:50	CONCURRENT WORKSHOPS, SESSION 11		WORKSHOPS CONCURRENTES, SESION 11	
	MARKETING IN DIGITAL ERA	CHILDHOOD AND CONSUMER PROTECTION	SUSTENTABILIDAD	RESOLUCIÓN DE CONFLICTOS Y ACCESO A LA JUSTICIA
	<i>Chair: Martina Rojo</i>	<i>Chair: Paula Rodríguez</i>	<i>Presidenta: Leticia Pelle Delgadillo</i>	<i>Presidente: Juan Pablo Zanetta</i>
	Aleksandra Hyla (Poland): “The Role of Consumer Credit Advertising in Fostering Sustainable Consumption - Implementation of United Nations Postulates in the New Directive on Consumer Credit”	Karen Rick Danilevicz Bertoncello – Laila Moliterno Abi Cheble (Brazil): “Over-indebtedness in childhood: proposal for regulation in Brazil”	Sascha Jury Molina (Chile): “El poder del consumidor para transitar hacia la sostenibilidad empresarial en una economía de libre mercado”	Mariella Bernasconi (Uruguay): “Derecho procesal del consumidor. Mecanismo de ejecución, acceso a la justicia y resolución alternativa de disputas”
	Thitinan Ngamsanguan (UK): “AI Manipulation and Aggressive Practices in EU Consumer Law: The Case of Social Media Platforms”	Dennis Verbicaro - Laura Pinheiro Rufino Rego (Brazil): “The overexposure of children's consumers to electronic screens and the risks to their physical and mental health”	Luciane Klein Vieira (Brasil): “El derecho a la información y el consumo sostenible: impactos de la implementación de las Directrices de Naciones Unidas de Protección al Consumidor en el MERCOSUR”	Paula Castro (Argentina): “Acceso a justicia de los consumidores”
	Pedro Quagliato (Brazil): “Sports Betting Advertising and the Protection of Vulnerable Consumers: A Comparative Analysis of Brazilian and International Platforms”	Dennis Verbicaro – Natasha Siqueira Mendes de Novoa (Brazil): “The consumer profile of the alpha generation: possible directions and challenges in consumer relations”	Fernando Rodrigues Martins (Brasil): “Paradigma de sostenibilidad y paradoja digital: un diálogo posible en la formulación de un consumo ético”	Eduardo Reveco Soto (Chile): “Litigación y solución alternativa a los conflictos colectivos de consumo”
11:50 - 12:40	CONCURRENT WORKSHOPS, SESSION 12		WORKSHOPS CONCURRENTES, SESION 12	
	DIGITAL FINANTIAL SERVICES AND CONSUMER PROTECTION	FREE	LOS DESAFÍOS DEL DERECHO DEL CONSUMIDOR FRENTE NUEVAS PROBLEMATICAS	NUEVAS MIRADAS EN TORNO A LA OBLIGACIÓN DE INFORMAR
	<i>Chair: Sebastián Barocelli</i>	FREE	<i>Presidente: Jeremías Del Río</i>	<i>Presidenta: Valeria Barceló</i>



	Johannes Doll (Brazil): “Consumer Protection in the financial market - financial literacy is a way?”	FREE	Lucía Martínez Lima (Argentina): “IA: ¿un nuevo rol del consumidor? La necesidad de actualizar los contenidos de las Directrices de protección al consumidor”	Juan Cruz López Guillermón (Argentina): “El deber de información en los pagaré de consumo y su aplicación en los juzgados”.
	Hervé Jacquemin (Belgium): “Artificial Intelligence and Financial Services: Are Transparency and Trust at the EU Level?”	FREE	Fernanda Nunes Barbosa (Brasil): “¿Por qué las apuestas online en Brasil son un caso de salud pública? El problema de las apuestas y la protección del consumidor”	Marcelo Quaglia (Argentina): “La necesaria comprensión de la información por parte del consumidor: ¿el próximo paso?”
	Sebastian Krafzik (South Africa): “The G20 Roadmap for Enhancing Cross-Border Payments and Its Impact on Consumer Protection: A Pan-African Perspective”	FREE	Julieta Trivisonno (Argentina): “Los desafíos que la alimentación genera en el Derecho del Consumidor (la experiencia argentina)”	Gustavo Rodríguez García (Perú): “La consolidación del derecho a la claridad informativa: información suficiente e información excesiva en el derecho del consumidor”
12:40 - 13:30	LUNCH BREAK – PAUSA PARA EL ALMUERZO, Hall de la Reforma Universitaria			
13:30 - 14:45 ENGLISH (Traducción simultánea al español será proporcionada)	<u>“New Challenges in Consumer Law”</u> <u>“Nuevos desafíos del derecho del consumidor”</u> <i>Chair/Presidente: Gonzalo Sozzo</i> Ted Mermin (USA): “Can Consumer law survive?” Sebastián Barocelli (Argentina): “Cryptocurrency and consumer protection” Joasia Luzak (UK): “Digital content and sustainability”			
14:45 – 15:00	PAUSE FOR EQUIPMENT RETURN AND EXCHANGE - PAUSA PARA DEVOLUCION Y CAMBIO DE EQUIPOS			
15:00 – 16:15 ESPAÑOL (Simultaneous translation into	<u>“Nuevos desafíos del derecho del consumidor”</u> <u>“New Challenges in Consumer Law”</u> <i>Chair: Presidenta: Sandra Frustagli</i>			



English will be provided)	Alfredo Ferrante (Italia): “Derecho a la alimentación y Derecho Comparado” Markus Artz (Alemania): “La codificación del derecho del consumo en Alemania” Carlos Hernández (Argentina): “El proyecto de Código de Defensa del Consumidor en Argentina”
16:15 - 16:30	COFFEE BREAK – PAUSA PARA EL CAFE, Hall de la Reforma Universitaria
16:30 – 17:00	AWARDS – REMISE DES PRIX - PREMIOS ANNOUNCEMENTS – ANNONCES – ANUNCIOS CLOSING – CLÔTURE - CIERRE Claudia Lima Marques. Presidenta/President de la IACL - Sebastián Barocelli. Presidente/President Comité Organizador/Organizing Comitee 19° Conferencia IACL
17:00 – 18:00 ESPAÑOL (Simultaneous translation into English will be provided)	Closing conference - Conferencia de cierre <i>Chair/Presidente: Sebastián Barocelli</i> Aída Kemelmajer (Argentina)
18:00	COCKTAIL – TANGO SHOW AND ORCHESTRA (included in the registration), Salón de los Pasos Perdidos COCKTAIL DE CLÔTURE – SPECTACLE DE TANGO ET ORCHESTRE (inclus dans l'inscription), Salón de los Pasos Perdidos BRINDIS DE CIERRE – SHOW DE TANGO Y ORQUESTA (incluido en la inscripción), Salón de los Pasos Perdidos



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