

INTERNATIONAL CONFERENCE

**REGIONAL ECONOMIC INTEGRATION AND CONSUMER PROTECTION
IN THE AMERICAS AND IN EUROPE**

**UQÀM, MONTREAL
JUDITH-JASMIN BUILDING
SALLE DES BOISERIES (J-2805)**

18 and 19 October 2007

PROGRAM

Thursday, October 18th 2007

Welcome and introduction

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| 9.15-9.30 am | Welcome addresses
Thierry BOURGOIGNIE, Professor, Director of Gredicc
Jorge TOMILLO URBINA, Professor, Head of the Euro-American Chair on legal protection of consumers, Vice-rector, University of Cantabria, Spain. |
| 9.30-10 am | <i>Marchés communs et protection du consommateur/Common markets and consumer protection</i>
Thierry BOURGOIGNIE, Professor, Director of Gredicc, UQÀM. |

Topic 1. Legitimacy of regional consumer protection initiatives and achievements to date.

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| 10-11 am | NAFTA and EC
- North American Free Trade Agreement (NAFTA): James NEHF, Professor, School of Law, Indiana University, Indianapolis, USA
- European Community (EC): Jorge LIZ PEGADO, Social and Economic Committee of the European Communities, Brussels, Belgium. |
| 11-11.20 am | Break |

11.20 am-12.40 pm	Discussions and specific contributions from Klaus TONNER (Professor, Rostock University, Germany - « <i>The future of the relation between EU consumer law and member States consumer law in the light of the 2007 green paper published by the European Commission</i> »); Vicente GOZALO LOPEZ (Professor, University of Cantabria, Spain) - « <i>The 2007 green paper from a regional perspective</i> »; Marta CARBALLO FIDALGO (Professor, Law School, Saint-Jacques de Compostelle University, Spain - « <i>Le rôle intégrateur de la Cour de justice des Communautés européennes : l'exemple du contrôle des clauses abusives dans les contrats conclus avec les consommateurs</i> »); Laura CARBALLO PINEIRO (Adjunct Professor, Law School, Vigo University, Spain - « <i>Consumer class actions and its regulation in the European Union</i> »).
12.40 pm-2 pm	Lunch
2-3 pm	SICA and Andean Community <ul style="list-style-type: none"> - Central American Integration System (SICA): Elizabeth VILLALTA, Professor, Director General Legal Affairs, Chancellery, El Salvador, Chairman of the Inter-American Legal Commission, Organisation of American States. - Andean Community (CAN): Erika TINAJEROS, Ministry of Justice, Bolivia and Carlos SOTO COAGUILA, Professor, Law School, Lima University, Peru.
3-3.30 pm	Discussions and specific contributions
3.30-3.50 pm	Break
3.50-4.50 pm	CARICOM and MERCOSUR <ul style="list-style-type: none"> - Caribbean Community (CARICOM): Philip McCLAUREN, Director, Ministry of Trade, St-Lucia. - Southern Common Markets (MERCOSUR): Claudia LIMA MARQUES, Professor, Federal University of Rio Grande do Sul, Porto Alegre, Brazil.
4.50-6.30 pm	Discussions and specific contributions from Sheraldine PINTO OLIVEROS (Scuola Superiore Sant'Anna, Pisa, Italy - « <i>The potential and limits of protection of economic interests of consumers in the Mercosur</i> »); Roberto GRASSI NETO (Professor, Faculdade Autônoma de Direito, Universidade Paulista, São Paulo, Brazil - « <i>La politique de protection du consommateur dans le cadre de l'intégration régionale du Mercosur</i> »); Roberto PFEIFFER, Executive Director of Procon São Paulo, Brazil and Ricardo MORISHITA WADA, Ministry of Justice, Brazil – « <i>Consumer law in Mercosul: recent challenges</i> »; Fabiana D'ANDREA RAMOS (Professor, Universidade Federal Fluminense, Rio de Janeiro, Brazil - « <i>The role and potential impact of an Inter-American convention on the law applicable to some consumer contracts and consumer transactions or CIDIP VII</i> »); Wellerson PEREIRA (Federal University of Rio Grande do Sul, Porto Alegre, Brazil - « <i>The</i>

approximation of the laws relating to consumer credit in Mercosur countries»); Karen BERTONCELLO, Clarissa LIMA, judges, Rio Grande do Sul, Porto Alegre, Brazil -«Consumer overindebtedness in latin America».

8:00 pm

Dinner

Friday, October 19th 2007

Topic 2. Reconciling national consumer protection measures with free trade rules

9-10 am

NAFTA and EC

- North American Free Trade Agreement: James NEHF, Professor, School of Law, Indiana University, Indianapolis, USA
- European Community: Jorge LIZ PEGADO, Social and Economic Committee of the European Communities, Brussels, Belgium

10-11 am

Discussions and specific contributions from Alberto R. SALAZAR VALLE (Adjunct professor, Osgoode Hall Law School, York University, Toronto, Canada - «*NAFTA, advertising law and obesity in Canada. Can the government impose counter-advertising duties on international food corporations to promote healthy eating ?*»); Julio ALVAREZ RUBIO, Associate professor, Academic head of the Euro-American Chair on legal protection of consumers, University of Cantabria, Spain - «*Advertising regulation in the EU : problems and perspectives*».

11-11.20 am

Break

11.20-noon

SICA and Community of Andean Nations

- Central American Integration System: Elizabeth VILLALTA, Professor, Director General Legal Affairs, Chancellery, El Salvador, Chairman of the Inter-American Legal Commission, Organisation of American States;
- Andean Community: Erika TINAJEROS, Ministry of Justice, Bolivia and Carlos SOTO COAGUILA, Professor, Law School, Lima University, Peru.

12-12.30 pm

Discussions and specific contributions

12.30-2.30 pm

Lunch

Special guest lecture : « *Consumer protection in Brazil : lessons from the High Courts* », The Honorable Antonio BENJAMIN, Judge at the Superior Court of Brazil

2.30-3.30 pm

CARICOM and MERCOSUR

- Caraibbean Community: Philip MCCLAUREN, Director, Ministry of Trade, St-Lucia.

- Southern Common Market: Claudia LIMA MARQUES, Professor, Federal University of Rio Grande do Sul, Porto Alegre, Brazil.

3.30-4.10 pm Discussions and specific contribution from Robin SIMPSON (Consumers International, London, United Kingdom) - «*Public utility network services and the consumer interest under regional integration*».

4.10-4.30 pm Break

Conclusive remarks

4.30-5 pm *Comparative thoughts about the status of consumer policy under regional agreements in the Americas and in Europe*
Antonino SERRA, Director, Consumer Law and Institutions Programme, Consumers International Regional Office, Argentina and Robin SIMPSON, Consumers International, London, United Kingdom.

5-5.30 pm *Prospects for further research, action and networking*
- Jean-Michel ARRIGHI, Head of Department of International Legal Affairs, Organization of American States, Washington, USA
- Jorge TOMILLO URBINA, Professor, Head of the Euro-American Chair on legal protection of consumers, Vice-rector, University of Cantabria, Spain.
- Thierry BOURGOIGNIE, Professor, Director of Gredicc, UQÀM