



THE NEW SHAPES OF CONSUMER AND MARKET LAW

**EuCML Annual Conference
and**

Best Paper Award

18 and 19 September 2025

Villa Braida

Via Bonisiolo 16b, Mogliano Veneto, Italy

Online on Google Meet (no registration or password required):

18 September: meet.google.com/dbr-zwzd-zbd

19 September: meet.google.com/vuv-ybdn-ogg

Information and Registration for in-Person Participation: euclm.editors@unife.it



**EUROPEAN ACADEMY
of Sciences and Arts**



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**University
of Ferrara**

Scope and Aims

The aim of the EuCML Annual Conference and Best Paper Award is to recognise and promote **outstanding, innovative contributions** to European Consumer and Market Law.

The 2025 EuCML Annual Conference brings together **leading Experts from Europe and beyond**, from Academia, Legal Practice, Judiciary and Enforcement Authorities, analysing and discussing the new features of Consumer and Market Law, with a focus on **digitalisation, sustainability and enforcement**.

This event also marks the **2nd EuCML Annual Conference** and the **3rd Annual Academic Event of the European Research Council Starting Grant HUMANads** (Contract nr. 101041824).

Based on a Call for Papers, the EuCML Editors selected **five Papers**, which will be presented and discussed at the Conference.

Each of the selected Papers was assigned to the distinguished Chair and Discussants of the respective Session, all leading Experts in the field of Consumer and Market Law.

After each Presentation (up to 20 minutes) by the finalist Speakers, each Discussant will have up to 10 minutes for their remarks, followed by a discussion (ca 15 minutes) with the further participants in the Conference.

Keynote Speakers, Chairs and Discussants will constitute the **Jury** awarding the “**EuCML Award for the best Paper on European Consumer and Market Law**”.

The five Finalist Papers presented at the conference will be published in issue 6/2025 of **EuCML**, a **Special Issue** with the winning Paper receiving a special mention.

In addition, the Author of the winning Paper will receive a voucher, worth **1000 EUR**, for books of the C.H. Beck/Hart/Nomos Series.

Scientific Committee:

Alberto De Franceschi, Mateja Durovic, Catalina Goanta,
Mateusz Grochowski, Joasia Luzak, Jorge Morais Carvalho, Emilia Mišćenić,
Kristin Nemeth, Christine Riefa, Evelyne Terryn

Programme

18

September

14:00 Welcome Addresses and Introduction

Alberto De Franceschi, University of Ferrara

Christiane Wendehorst, University of Vienna

Scientific Director of the European Law Institute

14:20 Digitalisation, AI, and Sustainability: Challenges for European Markets and Consumers

Klaus Mainzer, Technical University of Munich

President of the European Academy of Sciences and Arts

14:40

Keynotes

Inherently Deceptive AI? On the Rise of Fake Persons and Artificial Emotion

Frank Pasquale, Cornell Law School, Ithaca

Cornell Tech, New York

Digital Rights and Effective Enforcement: Ensuring Fairness for Consumers Online

Marco Scialdone, Consumer Empowerment Project – CEP

15:30–16:30 I. Product Liability and by Design Regulation

Chair: *Hans-Wolfgang Micklitz, European University Institute, Florence*

Speaker: *Silvia Martinelli, University of Turin*

Discussants: *Geraint Howells, National University of Ireland, Galway*

Jean Sébastien Borghetti, Panthéon-Assas University, Paris

16:30–17:00 **Coffee Break**

17:00–18:00 **II. Artificial Intelligence, Reasonable Expectations and Validity of Consumer Contracts**

Chair: *Giovanni Sartor, University of Bologna*

Speakers: *Nicholas Mouttotos, University of Bremen*

Eva Angeline Trinidad, University of Bremen

Discussants: *Christiane Wendehorst, University of Vienna*

Frank Pasquale, Cornell University Law School, Ithaca

Cornell Tech, New York

18:00–19:00 **III. Technological Rule-Setting Power of Digital Platform Ecosystems – Code is Law Revisited**

Chair: *Sergio Cámara Lapuente, University of La Rioja*

Speaker: *Sarah Hinck, University of Düsseldorf*

Discussant: *Christian Twigg-Flesner, University of Warwick*

Anne-Christine Fornage, University of Lausanne

20:00 **Dinner at Villa Braida**

19 September

10:00–11:00

IV. Digital Fairness, Algorithmic Manipulation and Behavioural Exploitation: A Critical Perspective on the DSA

Chair: *Hans Schulte-Nölke, University of Osnabrück*

Speaker: *Thitinan Ngamsanguan, University of Exeter*

Discussants: *Rupprecht Podszun, University of Düsseldorf*
Thomas Streinz, European University Institute, Florence

11:00–12:00

V. Turning EU Consumer Law Against Itself? Taking Stock of the EU's Sustainable Consumption Strategy

Chair: *Charlotte Pavillon, University of Groningen*

Speaker: *Jie Ouyang, University of Groningen*

Discussants: *Anna Beckers, University of Maastricht*
Paola Iamiceli, University of Trento

12:00–12:30

Jury Deliberations on the “EuCML Award for the Best Paper on European Consumer and Market Law”

Jury Members: *Anna Beckers, Jean-Sebasti n Borghetti, Sergio C mara Lapuente, Paolo Cassinis, Beate Gsell, Martijn Hesselink, Geraint Howells, Paola Iamiceli, Hans-Wolfgang Micklitz, Frank Pasquale, Giovanni Sartor, Hans Schulte-N lke, Marco Scialdone, Thomas Streinz, Verica Trstenjak, Christian Twigg-Flesner, Christiane Wendehorst*

12:30

Announcement of the Award Winner

12:40

Conclusions: The Way Forward

Martijn Hesselink, European University Institute, Florence

13:00

Light Lunch

In cooperation with:

