



Consumer Dialogue

22nd of September 2023, Copenhagen

The New Consumer Agenda: Policy Priorities and Actions to Empower Consumers in the Digital Transitions

Commissioner for Justice Mr. Didier Reynders and Minister for Industry, Business and Financial Affairs would like to invite you to a Consumer Dialogue in Denmark on 22 September 2023 in Eigtveds Pakhus, Copenhagen.

The European consumer policy has delivered real benefits through major pieces of legislation governing consumer rights, passenger rights, unfair commercial practices, unfair contract terms and representative actions for the protection of consumers' collective interests. This has given consumers a high level of protection and businesses legal certainty. However, the digital transformation and marketplaces are changing the relationship between consumers and businesses, and the COVID-19 pandemic brought additional challenges for consumers, highlighting the need for a holistic approach to consumer protection.

Consumers' trust in the Single Market will be an important driver of the economic recovery of Europe following the pandemic and the recent energy crisis with inflation and surging prices and interest rates. This will require authorities throughout the EU to make use of the strong mechanisms to effectively enforce consumer protection rules, also towards relevant third-country business operators, and provide redress to harmed consumers.

The Commission prepared a New Consumer Agenda in 2020, outlining the policy priorities and actions for the next five years for implementation at European and National level through close collaboration and partnerships, leaving no consumer behind: [New Consumer Agenda – Strengthening consumer resilience for sustainable recovery | European Commission \(europa.eu\)](#)

As part of this initiative, the Commission is organising a series of 'Consumer Dialogues' in the Member States with a country-by-country approach, to discuss how close collaboration and partnerships at EU and national level can bring about faster, more effective and lasting results.

The goal of the dialogues is to listen to and discuss with national authorities and stakeholders how to use partnerships and collaboration to put the Consumer Agenda into practice.

The Consumer Dialogue in Copenhagen on the 22nd of September is organised by the European Commission in collaboration with key national authorities. The programme of the event is the following.

The program of the event is the following:

- 14.00-14.05 **Welcome** Per Haugaard, Head of Representation, the Commission Representation in Denmark
- 14.05-14.15 **The New Consumer Agenda, presentation** Mr. Didier Reynders, Commissioner for Justice, European Commission
- 14.15-14.30 **Challenges for consumers on online platforms** Mr. Morten Bødskov, Minister for Business, Industry and Financial Affairs
- 14.30-14.45 **Democratic control with big tech's business models** Mr. Mikkel Flyverbom, Professor and Chairman of the Danish Governments Tech Expert Group
- 14.45-15.30 **Panel debate on the challenges facing the consumers related to the influence from big tech** (in Danish) moderator Mette Walsted Vestergaard.
- 15.30-15.45 **Questions from the audience**
- 15.45-16.00 **Conclusions** Mikkel Flyverbom (Professor and Chairman of the Danish Governments Tech Expert Group) (in Danish)
- 16.00-16.30 **Networking reception**

We look forward to welcoming you.

Sincerely yours,

Nils Behrndt, Deputy Director General,
Directorate General for Justice and Consumers, European Commission

Brian Wessel, Deputy Permanent Secretary, Legal and Business Affairs
The Danish Ministry of Industry, Business and Financial Affairs