

10e Conférence sur les droits des consommateurs en Europe

24 septembre 2025

Home

The 10th Biennial Conference of the European Consumer Centre Luxembourg

27 October 2025

On 24 September 2025, the European Consumer Centre Luxembourg (CEC Luxembourg) proudly hosted the 10th edition of its biennial conference on European consumer rights. This special anniversary edition was held under the patronage of the European Parliament, and with the support of the European Commission. The event brought together a diverse range of stakeholders, including institutional representatives, legal experts, consumer advocates, and business leaders, to discuss key issues and recent developments in consumer protection.



Opening remarks

After a warm and engaging welcome from our Director, Thomas Segrétain, the conference officially began, setting the stage for a day of inspiring discussions and meaningful exchange. The opening session featured remarks from distinguished figures: Marc Angel, Quaestor of the European Parliament, Michael McGrath, European Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection, and Martine Hansen, Minister of Agriculture, Food, and Viticulture and Minister for Consumer Protection of Luxembourg. Their presence highlighted the importance of the conference and reinforced the European Union's and Luxembourg's steadfast commitment to consumer protection, a mission that touches us all, since we are all consumers in our everyday lives.

In her speech, Luxembourg's Minister for Consumer Protection, Martine Hansen, celebrated the pivotal role of CEC Luxembourg over the past two decades. She highlighted the Centre's unwavering commitment to informing, advising, and supporting consumers in cross-border matters, emphasising how its work contributes to a fairer, more transparent, and equitable European marketplace – a mission that ultimately benefits every consumer. She also pointed out the ongoing challenges in consumer protection and stressed the importance of continued cooperation across the EU to ensure that all citizens can confidently navigate the marketplace.

Three consumer challenges in focus

In today's fast-paced digital landscape, consumers face a maze of choices and challenges. The discussions among experts spotlighted issues like online targeting, the rise of cryptocurrencies, and the need for transparency in sustainability claims, highlighting their implications for informed consumer behaviour.

Online consumer targeting

This session examined the increasingly sophisticated methods used to target consumers online. Panelists explored the legal, ethical, and practical aspects of these practices, as well as their implications for consumer behaviour and data protection. The discussion provided a balanced perspective from regulatory, advocacy, and corporate viewpoints, with insights from Isabelle Pérignon (Director for Consumer Policy, DG Justice and Consumers, European Commission), Bob Schmitz (EU Consumer Law Legal Advisor, Union Luxembourgeoise des Consommateurs), Tine A. Larsen (President, National Commission for Data Protection), and Amber Bechrouri (Director EU Public Policy, Amazon).

Seizing opportunities, managing risks, and consumer awareness on cryptocurrencies

As digital currencies continue to reshape financial landscapes, this roundtable explored their potential benefits and pitfalls for consumers. The discussion focused on the evolving European legislative framework and future outlook for the sector. The audience was provided with expert analysis on this complex and rapidly changing domain by Olaf Prüßmann (Director for Economic Policy and Financial Services, General Secretariat of the Council of the European Union), Natasha Deloge (Head of Innovation Division, Commission de Surveillance du Secteur Financier), and Michał Truszczyński (Senior Specialist, Public Affairs, Bitpanda). While the ECC Network does not offer assistance in cases concerning financial organisations, the provided insights contribute to our understanding of various issues. Staying informed also enables us to direct consumers to the appropriate authorities effectively.

Towards transparency: strengthening consumer trust in sustainability statements

The final session focused on empowering consumers to make informed choices in an era of green marketing and sustainability claims. Speakers explored ways to enhance transparency and build trust in environmental declarations. Contributions came from Anne Calteux (Head of the European Commission Representation in Luxembourg), Juliette Petit (Sustainability Advisor, House of Sustainability), and Juha Beurling-Pomoell (Secretary General, Consumers' Union Finland) and Jan Tscheke (Consumer Policy Analyst, OECD), who shared strategies to foster responsible and informed consumption.

Strength in unity and cooperation

The success of the conference was made possible by the dedication of the entire ECC Luxembourg team and the enthusiastic participation of attendees. Special thanks are extended to members of the ECC Network (ECC-Net) who travelled to Luxembourg for the occasion, with heartfelt appreciation for Karolina (ECC Germany), Ralph (ECC France), and Reinhold (ECC Austria), who skillfully moderated the three roundtables.

The 10th Biennial Conference of the European Consumer Centre Luxembourg was a great success. As the final edition of its kind, it once again highlighted how vital consumer rights are, and how important it is to continually adapt to new challenges in a rapidly changing world.

The event brought together an impressive group of speakers and participants, whose insights and engagement made the discussions both lively and informative. It was also especially rewarding to see so many colleagues from the ECC-Net in attendance, with Karolina, Ralph, and Reinhold taking on key roles as moderators for the three sessions. It was a clear demonstration of the network's strength and collaborative spirit, especially as ECC-Net celebrates its 20th anniversary this year.

Overall, the conference served as a reminder of what can be achieved through cooperation and dedication. It offered an opportunity to reflect on the progress made in consumer protection, while looking ahead to the issues and opportunities that will shape the future.

Want to know more?

For those who could not attend, the conference video will be available on the [event page](#), offering a chance to revisit the insightful discussions and key takeaways.

Were we able to help you with this information?





Zoom

Zoom 7/2025 - 10e Conférence sur les droits des consommateurs en Europe du CEC

Dans la rubrique Zoom, nous vous informons des principales activités et rencontres de l'ULC des dernières semaines.

29 octobre 2025



ULC

Le CEC Luxembourg GIE a organisé en date du 24 septembre sa 10e édition de sa conférence biennale sur les droits des consommateurs en Europe. Cette édition spéciale anniversaire a proposé des tables rondes et des débats enrichissants sur les principaux défis auxquels sont confrontés les consommateurs aujourd'hui. Bob Schmitz, conseiller juridique en droit européen de la consommation à l'ULC, a notamment participé à une table ronde consacrée au ciblage en ligne des consommateurs.



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