

# euroconsumers forum 2021

## consumers in the air

Responsible and Sustainable Innovation in the post-Covid Economy

### MERCOSUR AGENDA

- **MULTIMEDIA OPENING – 10H00**
- **KATRINA SICHEL AND MARCO PIERANI INTRODUCE THE EUROCONSUMERS FORUM 2021 AND TALK TO OUR ORGANIZATIONS' COUNTRY MANAGERS**  
(Channels: All) – 10h10
- **(Opening Statement): RESPONSIBLE AND SUSTAINABLE INNOVATION IN THE POST-COVID ECONOMY. WHAT IS THE ROLE OF CONSUMERS ORGANIZATIONS?**  
(Channels: All) – 10h25  
**IVO MECHELS** – CEO at Euroconsumers
- **MERCOSUR OPENING - THE DEVELOPMENT OF THE BRAZILIAN AND THE MERCOSUR MARKETS AND VIS-À-VIS CONSUMER'S PROTECTION**  
(Channels: Mercosul Digital 1 and 2) – 10h32  
**FÁBIO ZACHARIAS** – CEO at PROTESTE: Brazilian Association of Consumers Protection
- **MERCOSUR SUMMIT - SPECIAL SESSION: THE ROLE AND CHALLENGES OF THE PARLIAMENT OF THE MERCOSUR (PARLASUR) IN THE ADVANCEMENT OF CONSUMER'S PROTECTION**  
(Channel: Mercosul Digital 1) – 10h40  
Special Speaker: Brazilian Congressman **CELSO RUSSOMANNO** – President of the Parliament of the Mercosur (PARLASUR)

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- **JOINT SESSION SOULPET: A UNIQUE MOVEMENT FOR A TRUE PET-FRIENDLY MARKET**

(Channels: Mercosul Digital 2 and Europe Digital 1) – 10h40

Speakers:

**HELEN MILLS** - Vice President | Corporate Affairs | Mars Petcare (TBC)

**SHEILA GUEBARA** - Corporate Affairs Director - MARS Pet Nutrition – MARS Petcare

**PATRICIA MEDEIROS**: Corporate Affairs Coordinator

**FRANCESCA CHINI** - Product Marketing Expert at Altroconsumo

Moderator: **RENATA JÁBALI**

- **SÃO PAULO AND RIO DE JANEIRO: ARE THEY SMART CITIES?**

(Channel: Mercosul Digital 1) – 11h25

Speakers:

**CARLOS MORGADO**: Euroconsumers Expert

**FELIPE PEIXOTO**: Coordinator of Smarts City of the City of Rio de Janeiro

**LUCIANO DA SILVEIRA ARAUJO**: Director at the Secretariat of Innovation and Technology at São Paulo City Hall

Moderator: **CRISTINA DE LUCA** – Journalist

- **RESPONSIBLE BUSINESS CONDUCT AND THE OECD GUIDELINES: TRENDS AND OPPORTUNITIES**

(Channel: Mercosul Digital 2) – 11h25

Speakers:

**HEVELLYN MENEZES ALBRES**: General Coordinator of Investment Attraction – Ministry of Economy / National Contact Point for OECD Guidelines for Multinational Companies

**ALLAN LERBERG JØRGENSEN**: Head of the OECD Centre for Responsible Business Conduct

**REYNALDO GOTO** – Chief Compliance Officer at BRF – Representing Brazilian National Industries Confederation (CNI)

Moderator: **HENRIQUE LIAN**: Director of Public Affairs at PROTESTE-Brazil

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- **MERCOSUR SUMMIT-GENERAL SESSION: THE STATE OF CONSUMERS PROTECTION IN BRAZIL, ARGENTINA, URUGUAY AND PARAGUAY AND THE CHALLENGES AHEAD**

(Channels: Mercosul Digital 1) – 12h10

Speakers:

**GERMÁN ESTEBAN MULER:** Asociación de Consumidores del NOA (Argentina)

**CLAUDIO PIRES:** Fórum Nacional das Entidades Cívis de Defesa do Consumidor (Brasil)

**EDUARDO CARRILLO:** Project Director at TEDIC

**RAQUEL SÁNCHEZ:** Consumidores y Usuarios Asociados – CUA (Uruguay)

Moderator: **MARIANA RINALDI:** Public Affairs Specialist at PROTESTE

- **COLLABORATIVE APPROACH TO COUNTERFEIT AND PIRACY IN E-COMMERCE**

(Channels: Mercosul Digital 2) – 12h10

**RICARDO LAGRECA** – Legal and Governmental Relations Senior Director at Mercado Livre

**RENATO JARDIM** – Executive Director at ÁPICE

**GUILHERME VARGAS** – Executive Secretary of the National Council for Combating Piracy

Consumer at Secretariat Ministry of Justice and Public Safety

**GABRIEL FRANCISCO LEONARDOS** – President at Brazilian Association of Intellectual Property

Moderator: **BÁRBARA POMBO**

**MERCADO LIVRE CASE: IMPACT ON LATIN AMERICA, USER EXPERIENCE AND ONLINE DISPUTE RESOLUTION**

(Channel: Mercosul Digital 1) – 12h55

**HUMBERTO CHIESI FILHO** - Legal Director of Dispute Resolution - Latin America do Mercado Livre



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- **INTRODUCTION OF THE SUSTAINABILITY AGENDA IN THE FOREIGN TRADE POLICY**

(Channel: Mercosul Digital 2) – 12h55

Speakers:

**ANA PAULA REPEZZA** – Executive Secretary of the Foreign Trade Chamber at the Ministry of the Economy

**GABRIELLA DORLHIAC** - Executive Director at the International Chamber of Commerce (ICC)

**HENRIQUE LIAN** - Head of Institutional Affairs at Proteste

**MARCO ANTONIO FUJIHARA** - Founder at EcoFix Securities S.A

Moderator: **ULISSES RAPASSI** - Sócio-Diretor na Prospectiva Consultoria

- **JOINT SESSION (MERCOSUR- EUROPE) - THE FUTURE OF THE FUTURE: NEW CHALLENGES AND OPPORTUNITIES. TRENDS, TRAPS AND TRIGGERS IN THE RELAUNCH OF THE ECONOMY IN A POST-COVID ERA**

(Channels: all) – 13h40

Speakers:

**ROMANO PRODI**: ex-President of the European Commission and ex-Prime Minister of Italy

**HERMAN VAN ROMPUY**: ex-President of the European Council and ex-Prime Minister of Belgium

**PAULO GUEDES** – Brazilian Minister of the Economy (TBC)

Moderator: **KATRINA SICHEL** (journalist)

- **WRAP UP SESSION**

(Channels: all) – 14:30

**MARCO PIERANI**, Director of Public Affairs Euroconsumers with **KATRINA SICHEL**