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**THE 7TH PETAR ŠARČEVIĆ CONFERENCE  
CONSUMER PROTECTION IN TRANSITION:  
DIGITAL TRANSFORMATION AND BETTER ENFORCEMENT**

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**23 - 25 September 2021, Opatija, Croatia  
ONLINE/ONSITE**



International scientific **Petar Šarčević conferences** are organised biannually in honour of respectable legal scholar Professor Petar Šarčević, who is also known as one of the founding editors of the Yearbook of Private International Law. The speakers and participants of Petar Šarčević conferences are globally recognised legal experts, judges and advocate generals of the Court of Justice of the European Union (CJEU), as well as legal practitioners.

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This year's conference is organised in a **hybrid model**, which enables registered participants to join online and onsite, in accordance with COVID-19 protective epidemiological measures. Participation is **free of charge**.

The 7th Petar Šarčević international scientific conference is dedicated to consumer protection, in particular to issues of **digital transformation and better enforcement of consumer rights**. As emphasised by the New Consumer Agenda and recently adopted Digital Markets Act, the adjustment of consumer law and policy to digital transformation is one of the greatest challenges of the new digital era.

The most prominent **keynote speakers** will address the impact of digital transformation and of new technologies upon consumer law and protection. Professor **Geraint Howells** will discuss the role of online platforms in consumer protection and Professor **Hans-W. Micklitz** will address the consumer empowerment through legal tech.



**This year  
conference is  
going hybrid!  
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**REGISTRATION DEADLINE:**

**01 SEPTEMBER 2021**

The latest Digital Markets Act will be presented by Professor **Jürgen Basedow**. The product liability in the digital age is to be discussed by Professor **Christian Twigg-Flesner**. Professor **Pascal Pichonnaz** is going to analyse the role of artificial intelligence in consumer law and disputes. The challenge of the effective enforcement will be discussed by distinguished Croatian judges and legal scholars, as well as by judges of the CJEU Professor **Vesna Tomljenović** and Professor **Marko Ilešić** and the CJEU First advocate general Professor **Maciej Szpunar**.

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## Important information

### Venue

This year conference is going hybrid!  
The PS7 conference is held in accordance with COVID-19 protective epidemiological measures.

The conference takes place from 23 to 25 September 2021 in Opatija, Croatia, Hotel Ambassador.

The conference platform will be communicated to the online participants.

### Conference fee

Conference is **free of charge**, but participants are required to register to be able to participate online & onsite.

Due to the limited number of places available, we kindly invite those interested in onsite participation to register until **September 1, 2021**.

Online participants are responsible for their own internet connection to the conference platform.

Visit the PS Conference Series [web page](#)

Register [here](#)

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