

PROGRAMME EC FORUM 2025



08:30

Registration and welcome coffee

09:05



Welcome message from Euroconsumers' CEO Antonio Balhanas

09:30



Video message from Commissioner McGrath

09:35



Firechat Talk with Isabelle Pérignon

09:55

The Billion-Euro Drain: Turning Fraud Loss into a Competitive Advantage

Every year, European consumers see billions of euros vanish into fraud and scams. Pile on the financial and reputational fallout businesses face, and the figure spirals into the stratosphere.

Right now, that money fuels criminal networks. But imagine if those billions were instead channeled back into Europe's economy - powering innovation, inclusion, and resilience.

This session flips the script: fraud prevention and enforcement are not just about protection, they're about competitiveness. They're inseparable from Europe's green, digital, and industrial transitions.

Through an unfiltered debate, the panel will expose the true scale of the problem, the political trade-offs at stake, and the cracks in Europe's fragmented institutional response.

Speakers



Michelle Gibbons
Director General,
AIM



Jorij Abraham
Managing Director, Global
Anti-Scam Alliance &
Scam Adviser



Karen Massin
Head Government Affairs
and Public Policy EU
Institutions,
Google



Charlotte Merlier
Member of Cabinet of
Commissioner Maroš
Šefčovič

10:40

Coffee break

11:00

Euroconsumers award I

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11:15

Growing Up Online: Europe's Race to a Minor-Proof Digital Future

When it comes to online safety for minors, the debate is loud - but young people's own voices are too often drowned out.

This panel changes that. Building on Euroconsumers' fresh survey data and national roundtables, it gives kids and teens the mic to reveal how they really navigate the digital world, what risks they face, and what they think of the policies adults are drafting for them.

Expect raw perspectives that cut through the noise. What works, what fails, and what's urgently missing?

This debate will spotlight the chance for Europe to set the global benchmark for a digital ecosystem that is not only safe, but empowering for its youngest citizens. Get ready for a fiery exchange.

Speakers



Constantin Gissler
Director General,
DOT Europe



Eugene McQuaid
Senior Public Policy and
Government Relations
Manager,
TikTok



**Maria-Myrto
Kanellopoulou**
Head of Unit Consumer Law
at DG JUST,
European Commission



Manon Letouche
Head of EU Affairs,
5Rights

12:00



KEYNOTE SPEAKER - BRUNO MAÇÃES

The New Geopolitics and the Future of Europe

12:35

Lunch

13:50

Euroconsumers award II

14:00



KEYNOTE SPEAKER - RIK VERA

Unlocking Europe Innovation in a Disruptive Moment

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14:35

Coming together for a Competitive Europe Part I : United for Europe's Single Market

Europe is at a crossroads. Geopolitical shocks, AI disruption, sustainability pressures, and volatile trade dynamics are colliding to test its competitiveness like never before. Two top-tier panels will tackle the burning question: how can Europe stay united, ambitious, and battle-ready in the global race?

Inspired by Letta's provocative report, this session will strip down Europe's Single Market - exposing barriers that stifle business and consumer potential. Expect sharp takes on mergers, competition policy, industrial revival, and the infamous "28th regime." The stakes? Whether Europe can unleash the innovation it needs at home before it's outpaced abroad.

Speakers



Ilya Bruggeman
Director for Digital, Single
Market and Consumer
policy, EuroCommerce



Rob Beenders
Belgian minister for
consumer protection



Amber Bechroui
Director Public Policy,
Amazon



**Mary Veronica Towsak
Pleterski**
Director Single Market
Enforcement, European
Commission



Frank Penne
CEO Testaankoop
(Euroconsumers Group)

15:25

Coffee break

15:45

Euroconsumers award III

15:55



KEYNOTE SPEAKER - ALBERTO ALEMANNO

16:10

Coming together for a Competitive Europe Part II : Finding Europe's Spot in the New World

Europe is at a crossroads. Geopolitical shocks, AI disruption, sustainability pressures, and volatile trade dynamics are colliding to test its competitiveness like never before. Two top-tier panels will tackle the burning question: how can Europe stay united, ambitious, and battle-ready in the global race?

Europe's global clout is slipping. Successive geopolitical and geo-economic aftershocks have left the EU scrambling to catch up. This closing session looks outward: trade deals, digital vs. green trade-offs, and Europe's role as a political union in an unstable world. It's the big-picture battle for Europe's relevance. The Forum ends not with a whisper, but with fireworks.

Speakers



Giorgia Abeltino
Head of Government Affairs
and Public Policy Cloud for
Europe , Google



Alberto Alemanno
Professor of Law, HEC
Paris and Founder
The Good Lobby



Osny da Silva Filho
Director of consumer
protection
at the Ministry of Justice
Brazil



Pedro Oliveira
BusinessEurope



Els Bruggeman
Head Policy & Enforcement
Euroconsumers

17:00



Wrap up with Marco Pierani

17:20

Special toast

