



Competition &
Innovation Lab



NEW FRONTIERS OF DIGITAL REGULATION

AI, Antitrust, and Consumer Law



October 03, 2025 1:00PM

**Venue: IASP, Av. Paulista
1294 Bela Vista
São Paulo, Brazil**

This in-person international seminar in São Paulo will address emerging legal challenges in the digital economy. The event will be composed of 4 semi-structured panels, each featuring national and international experts exploring three main themes: the regulation of Artificial Intelligence (AI), competition law in digital platforms, and consumer protection in online environments. Discussions will include comparisons between Brazilian and international frameworks, such as the AI Act, Digital Fairness Act, and the Digital Fitness Check as well as current challenges of the DMA and current proposed bills in Brazil.



AGENDA

1:00–1:15 Welcome and Registration

1:15–1:30 Opening Remarks

- Eduardo Molan Gaban (IBCI/GW)
- Diogo Leonardo Machado de Melo (IASP)

1:30–2:00 Keynote Speech

- Professor Frédéric Jenny (OECD)

2:00–3:00 Panel 1 – Generative AI and Entry Barriers; New Competitive Challenges

- Facilitator: Eduardo Molan Gaban (IBCI/GW)
- Silvia Fagá (Ecoa), Alexandre Barreto (CADE), Vinicius Klein (UFPR Business School), Mario Zuñiga (ICLE), Juliano Maranhão (USP Law School)

3:00–4:00 Panel 2 – Algorithms on Trial: The New Era of AI Regulation

- Facilitator: Patrícia Sampaio (FGV Direito Rio)
- Lorenzo Nicoletti (IBCI), Ravvi Madruga (CADE), Paula Farani (former CADE), Laura Schertel Mendes (University of Brasília)

4:00–4:15 Coffee Break



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4:15–5:15 Panel 3 – Reimagining Competition Law for Dynamic Markets

- Facilitator: Natalia Figueiredo (UNIFESP)
- Victor Oliveira Fernandes (CADE), Carlos Ragazzo (Getúlio Vargas Foundation), Caio Mario (FGV Direito SP), Ana Ruival (Mercado Libre)

5:15–6:15 Panel 4 – Best Practices in Consumer Relations in the Digital Ecosystem

- Facilitator: Juliana Oliveira Domingues (FDRP/USP)
- Henrique Lian (Proteste), Vicente Bagnoli (UPM), Daniel Arbix (Google Brazil), Nicolo Zingales (FGV)

6:15–7:00 Cocktails and Fireside Chat

- With CADE Chairman - Mr. Gustavo Augusto Freitas de Lima

