

## THIRD UTP ROUNDTABLE

# Implementation of Directive (EU) 2019/633 concerning unfair trading practices in business-to-business relationships in the agricultural and food supply chain (“UTP’s”) in the EU-27

13 JANUARY 2023

IN LEUVEN (COLLEGIUM FALCONIS, ZEGER VAN HEE) AND ONLINE (livestream)

### MISSION

The issue of unfair trading practices between businesses in the agricultural and food supply chain has been on the European Union’s (‘EU’) policy agenda for a long time. On 17 April 2019, Directive (EU) 2019/633 on unfair trading practices in business-to-business relationships in the agricultural and food supply chain (‘UTP Directive’) was adopted. The UTP Directive aims to introduce a minimum standard of protection against UTPs across the EU by outlawing certain practices imposed by stronger buyers on small, medium and mid-range sized suppliers of agri-food products. The Directive also requires each Member State to designate an authority (either a new or an existing authority) which enforces the prohibitions.

Member States were required to transpose the Directive by 1 May 2021 and apply it as of 1 November 2021. Due to the minimum harmonisation approach chosen, Member States can provide for stricter rules than the Directive. Member States could, for example, choose to broaden the scope of application or to expand the list of prohibited UTPs. Accordingly, the regulatory regimes of EU Member States in the field of UTPs could diverge significantly.

As a follow-up to its First UTP Roundtable (15 June 2016) and its Second UTP Roundtable (21 June 2018), the Consumer Competition and Market research institute of KU Leuven is organizing its Third UTP Roundtable on 13 January 2023 with a view to critically assessing the national implementations of UTP Directive in all EU Member States and examine the similarities and differences of these regimes, based on a questionnaire-based evaluation of the current state of play in the field of UTPs.

### PRACTICAL INFORMATION

#### DATE

13 January 2023 - registration at 8.30

#### VENUE (on campus and online (livestream))

Faculty of Law (Collegium Falconis, Zeger van Hee, Tiensestraat 41, 3000 Leuven) and online

#### MORE INFORMATION

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#### ONLINE

You will receive a link after you register for this conference.

#### PRICE

100 EUR including coffee, lunch break and the conference book published by Intersentia in the *Consumer Competition Market (CCM) series*.

More info about the series: <https://intersentia.com/en/product/series/show/id/41418/>

REGISTER



Registration via [www.pvthemis.be](http://www.pvthemis.be):  
<https://www.law.kuleuven.be/apps/activiteiten/activities/6058>

<b>Austria</b>	Georg Seper, Austrian Federal Competition Authority
<b>Belgium</b>	Elisa Paredis, PhD candidate, KU Leuven, CCM
<b>Bulgaria</b>	Anton Dinev, PhD candidate, University of Paris-Dauphine
<b>Croatia</b>	Marijana Mutavdžić, Senior Advisor, Croatian Competition Authority, Unfair Trading Division
<b>Cyprus</b>	Antonis Mazeris, Senior Agriculture Officer, Department of Agriculture
<b>Czech Republic</b>	Jana Zmeškalová, Director Control over market power, National Competition Authority Michal Nový, National Competition Authority
<b>Denmark</b>	Melissa Avilla, Danish Competition and Consumer Authority
<b>Estonia</b>	Karin Sein, Professor, University of Tartu
<b>Finland</b>	Olli Wikberg, The Food Market Ombudsman or Tapani Yrjölä, The Food Market Ombudsman
<b>France</b>	Denis Voinot, Professor, Université de Lille Aurélien Fortunato, Lecturer, Université de Lille
<b>Germany</b>	Jochen Glöckner, Professor, University of Bayreuth
<b>Greece</b>	Eleni Kaprou, Lecturer, Queen Mary University of London
<b>Hungary</b>	Martin Milán Csirszki, PhD Candidate, University of Miskolc Case Handler Hungarian Competition Authority
<b>Ireland</b>	Fidelma White, Senior Lecturer, University of Cork
<b>Italy</b>	Paola Lamicelli, Professor, University of Trento Matteo Ferrari, Associate Professor, University of Trento
<b>Latvia</b>	Vadim Mantrov, Docent, University of Latvia
<b>Lithuania</b>	Aušrinė Pasvenskienė, Associate Professor, History Vytautas Magnus University Edita Gruodytė, Professor, History Vytautas Magnus University
<b>Luxemburg</b>	Christophe Verdure, Lecturer, University of Luxemburg
<b>Malta</b>	Clement Mifsud Bonnici, Attorney, Ganado Calvin Calleja, Attorney, Ganado
<b>Netherlands</b>	Viktoria Daskalova, Assistant Professor, Utrecht University
<b>Poland</b>	Anna Piśszcz, Professor, University of Białystok Magdalena Knapp, PhD, University of Białystok
<b>Portugal</b>	Duarte Pirra Xarepe, Attorney, SRS Legal Manuel Lopes Rocha, Attorney, SRS Legal
<b>Romania</b>	Anca Buta Muşat, Attorney, Musat & Asociații Carmen Turcu, Attorney, Musat & Asociații
<b>Slovakia</b>	Ondrej Blažo, Associate Professor, Comenius University, Bratislava
<b>Slovenia</b>	Petra Weingerl, Assistant Professor, University of Maribor
<b>Spain</b>	María Paz de la Cuesta de los Mozos, Lecturer, Haagse Hogeschool
<b>Sweden</b>	Antonina Petrova Bakardjieva Engelbrekt, Professor, Stockholm University
<b>UK</b>	Mateja Durovic, Lecturer, King's College London

**Chair:** Jules Stuyck, em. Professor, KU Leuven CCM

8.30 REGISTRATION

9.00 WELCOME ADDRESS

*By Wouter Devroe, Dean of the Faculty of Law and Criminology, KU Leuven*

9.15 SETTING THE SCENE: THE COMMON AGRICULTURAL POLICY, ITS EVOLUTION AND ITS RELATIONSHIP WITH THE DIRECTIVE

*By Tom Verdonk, PhD Candidate, KU Leuven CCM and Attorney (bar application pending) Stibbe, Amsterdam*

9.30 I. MAPPING THE LEGAL PROVISIONS AND CONTEXT + SCOPE OF APPLICATION: COMPARISON BETWEEN SELECTED MEMBER STATES (FR, BE, IT, CY, IE, UK, LT)

10.30 COFFEE BREAK

11.00 THE COMMISSION'S PERSPECTIVE ON THE IMPLEMENTATION OF THE DIRECTIVE AND ITS EFFECTIVENESS

*By Janusz Wojciechowski, Commissioner for Agriculture*

11.15 II. PROHIBITED PRACTICES: COMPARISON BETWEEN SELECTED MEMBER STATES (CZ, HU, SI, HR, GR, AT, BG)

12.15 QUESTIONS AND DEBATE

12.45 LUNCH BREAK

13.45 III. ENFORCEMENT: COMPARISON BETWEEN SELECTED MEMBER STATES (FI, PL, NL, ES, LV, RO, MT)

14.45 COFFEE BREAK

15.15 IV. LESSONS LEARNT: POLICY RECOMMENDATIONS AND ENFORCEMENT PRIORITIES: COMPARISON BETWEEN SELECTED MEMBER STATES (DE, SE, EE, PT, LU, SK, DK)

16.15 V. PANEL DEBATE STAKEHOLDERS:

*With Jonathan Matthysen (Oxfam), Bart Buysse (Fevia), Nathalie De Greve (Comeos), Francis Westelinck Francis (Danone), Pieter Verhelst (Boerenbond), Christel Delberghe/Anton Delbarre (EuroCommerce)*

16.45 QUESTIONS AND DEBATE

17.15 CONCLUSIONS AND OUTLOOK

*By Bert Keirsbilck and Evelyne Terryn, professors, KU Leuven CCM*

17.30 END OF CONFERENCE

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More information: [bert.keirsbilck@kuleuven.be](mailto:bert.keirsbilck@kuleuven.be) or [evelyne.terryn@kuleuven.be](mailto:evelyne.terryn@kuleuven.be)

## CONSUMER COMPETITION MARKET (CCM) SERIES

The books in the *CONSUMER COMPETITION MARKET SERIES* bundle the results of research activities of the CONSUMER COMPETITION MARKET (CCM) institute of the KU Leuven, co-directed by Wouter Devroe, Bert Keirsbilck and Evelyne Terryn. The series focuses on the legal infrastructure of the internal market of the European Union in the broadest sense: consumer law, B2B and B2C commercial practices law, sectoral market regulation, the four freedoms (free movement of persons, goods, services and capital) and competition (including EU and national antitrust law, EU merger control and EU state aid law).

### FORTHCOMING

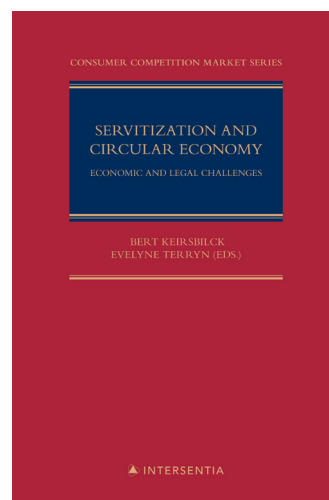
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*Economic and Legal Challenges*

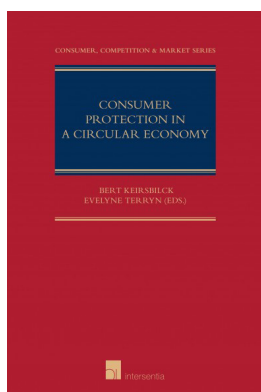
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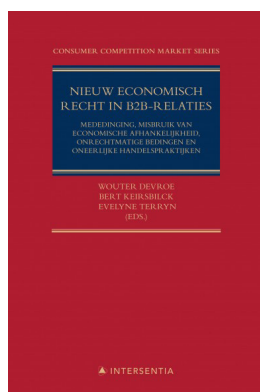


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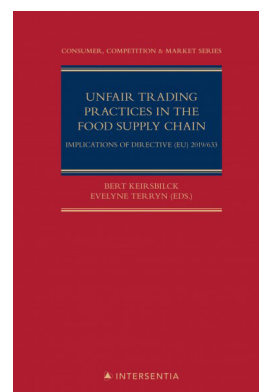


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## UNFAIR TRADING PRACTICES IN THE FOOD SUPPLY CHAIN

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