

## Technical Exchange on E-Commerce and Market Surveillance Mechanisms

Thursday, 22 January 2026 | 15:30 – 17:00  
 Secretaría de Economía | Mexico City

### Agenda

15h30	<b>Welcome and Introductions</b>  Moderation: GPQI and Secretaría de Economía
15h35	<b>Opening Remarks</b>  Ole Janssen, BMWE Andrea Solano, Secretaría de Economía
15h45	<b>Current Regulatory Framework in Germany and the EU</b>  <b>Boris Böhme (BMWE)</b>  Introduction to current regulatory framework governing e-commerce <ul style="list-style-type: none"> <li>How do QI processes apply to e-commerce transactions.</li> <li>Highlight of current developments in applicable EU and German regulation.</li> </ul>
15h55	<b>Electronic Labelling in Mexico</b>  Introduction by <b>Ariel Noel Gutiérrez Contreras (UNCC/DGN, SE)</b> Panel and practical experiences by <ul style="list-style-type: none"> <li>Amazon Mexico</li> <li>Anna Báez Leyva, Government Relations Manager - MercadoLibre,</li> <li>Pierre-Claude Blaise, Director General – Mexican Online Sales Association (AMVO)</li> </ul>
16h35	<b>Market Surveillance Mechanisms in Germany</b>  <b>Joachim Geiss (BMWE)</b>  Introduction to the system of market surveillance in Germany <ul style="list-style-type: none"> <li>Experiences identifying non-compliant products especially online</li> <li>Lessons learned relevant for Mexico</li> <li>How are existing German surveillance mechanisms interacting to meet the increased needs in e-commerce.</li> </ul>
16h45	<b>E-commerce in Mexico</b>  <b>Martha Susana Beteta - PROFECO</b> <ul style="list-style-type: none"> <li>Current Status</li> <li>Challenges and objectives for regulatory efforts</li> <li>Current measures (Market surveillance of digital marketplaces – PROFECO).</li> </ul>
16h55	<b>Closing Remarks</b> <ul style="list-style-type: none"> <li>Andrea Solano, Secretaría de Economía – 5 minutes</li> <li>Ole Janssen, BMWE – 5 minutes</li> </ul>
17h00	<b>End of Exchange</b>