

Technical Exchange on E-Commerce and Market Surveillance Mechanisms

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

Agenda

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