

Programme for the Online Book Launch - Choice of Law for Consumer Contracts in Theory and Practice

The following post has been kindly shared with us by Benedikt Schmitz (University of Groningen).

We are pleased to announce the programme for the upcoming virtual book launch of *Choice of Law for Consumer Contracts in Theory and Practice* (Edward Elgar Publishing). Building upon research conducted during Dr. Benedikt Schmitz's doctoral studies at the University of Groningen, Schmitz updated his work to turn it into an essential reference for both practitioners and academics. The event is hosted by the WEAKER PIL research line (weakerparties.eu).

- **Date & Time:** 4 November 2026, 15:00 - 17:00 CET, online
- **Topic:** The event will examine cross-border consumer protection and the complex conflict-of-laws frameworks regulating the global surge in online shopping. Panelists will discuss many aspects of Article 6 Rome I Regulation, including the historical dimensions of consumer protection in applicable law, the targeting test and consumer definition, the restriction to party autonomy, its *ex officio* application, and the US American approach to cross-border consumer contracts.
- **Discount:** Readers of this blog can purchase the book with a 50% discount, using the discount code ROME50 on the official Edward Elgar website.
- **Registration:** Please register by clicking this link. You will then receive an invitation to join the video conferencing environment two days before the event.

Programme

15:00 - 15:05 | WELCOME & OPENING REMARKS

- Speaker: Dr. Benedikt Schmitz, Assistant Professor of Private International Law and Comparative Contract Law, University of Groningen

15:05 - 16:10 | SESSION I: FOUNDATIONS & CONCEPTUAL FRAMEWORKS

- **15:05 - 15:20 | The History of Consumer Protection in Private International Law**

Speaker: Prof. Dr. Beatriz Añoveros Terradas, Professor of Private International Law, University of Barcelona

- **15:20 - 15:35 | The Definition of Consumers and the Targeting Test**

Speaker: Prof. Dr. Elisabetta Bergamini, Full Professor of European Union Law and Private International Law, University of Udine

- **15:35 - 15:50 | The Restriction to Party Autonomy**

Speaker: Dr. Benedikt Schmitz, Assistant Professor of Private International Law and Comparative Contract Law, University of Groningen

- **15:50 - 16:10 | Audience Q&A**

16:10 - 16:55 | SESSION II: ENFORCEMENT & GLOBAL PERSPECTIVES

- **16:10 - 16:25 | The Ex Officio Application of EU Private International Law**

Speaker: Prof. Dr. Jerca Kramberger Škerl, Professor of Private International Law, University of Ljubljana

- **16:25 - 16:40 | Consumer PIL in the United States**

Speaker: Prof. Stephen Ware, J.D., Frank Edwards Tyler Distinguished Professor of Law, University of Kansas

- **16:40 - 16:55 | Audience Q&A**

16:55 - 17:00 | CONCLUDING REMARKS

- Final takeaways and closing of the event.

Should there be any questions about the event, please do not hesitate to contact Benedikt Schmitz through email at b.schmitz@rug.nl. For queries related to technical difficulties during the event, please contact Josephine Götze at j.m.gotze@rug.nl.