



INTERNATIONAL SEMINAR ON PRODUCT SAFETY

NOVEMBER 13, 2025

RIO DE JANEIRO | BRAZIL

CASA FIRJAN – R. Guilhermina Guinle, 211 | Botafogo | Rio de Janeiro

8:00 am REGISTRATION

9:00 am OPENING SESSION

- **Representative** of the Ministry of Development, Industry, Trade and Services (MDIC)
- **Representative** of the Ministry of Foreign Affairs (MRE)
- **Paulo Henrique Pereira** – National Secretary for Consumer, Ministry of Justice and Public Security (MJSP)
- **Sebastián Kraljevich** – Secretary for the Strengthening of Democracy, OAS
- **Celso Mattos** – Vice President of Firjan
- **Márcio André Oliveira Brito** – President of Inmetro

9:30 am PANEL 1 – Product Safety in Digital Environments and E-Commerce

Speakers:

- **David Self**, Assistant Director, Online Strategy, Office for Product Safety and Standards (OPSS), United Kingdom
- **Adriana Cardinali**, Legal Director, Mercado Libre, Brazil
- **Heidi Lund**, Senior Adviser, National Board of Trade, Sweden

Moderator: **Valnei Smarçaro Cunha**, Head of the Inspection Division, Directorate of Conformity Assessment, Inmetro, Brazil

10:30 am COFFEE BREAK

11:00 am PANEL 2 – International Cooperation and Capacity Building for Product Safety

Speakers:

- **Marc Schoem**, Executive Director, International Consumer Product Health and Safety Organization (ICPHSO)
- **José Pedro Vieira**, Head of the International Relations Division, Portuguese Food and Economic Safety Authority (ASAE), Portugal
- **Juliana Pereira**, President, IPS Consumo, Brazil

Moderator: **María Carolina Ramírez García**, Delegate, Delegation for Consumer Protection, Superintendence of Industry and Commerce (SIC), Colombia

12:00 pm LUNCH BREAK

13:30 pm PANEL 3 – Consumer Accidents and Their Social and Economic Impacts

Speakers:

- **Neilton Oliveira**, Advisor, Ministry of Health, Brazil
- **Josep Tous**, Director, Product Safety Management and Solutions - ieConsumo SL, Spain
- **Daniela Parra**, Head of the Product Quality and Safety Unit, National Consumer Service (Sernac), Chile

Moderator: **Luciana Casemiro**, Journalist, O Globo Newspaper, Brazil

CONT.>>



INTERNATIONAL SEMINAR ON PRODUCT SAFETY

NOVEMBER 13, 2025

RIO DE JANEIRO | BRAZIL

CASA FIRJAN – R. Guilhermina Guinle, 211 | Botafogo | Rio de Janeiro

14:30 pm PANEL 4 – Product Safety Regulation: Key Elements for a Robust and Effective Regulatory Model

Speakers:

- **Arnau Izaguerri Vila**, Legal Officer, Competition and Consumer Policies Branch, United Nations Conference on Trade and Development (UNCTAD)
- **Igor Britto**, Executive Director, Consumer Defense Institute (IDEC), Brazil
- **Patricia Regina Pinheiro Sampaio**, Researcher, Center for Law and Economics Studies (CPDE), FGV Law Rio, Brazil

Moderator: Alessandra Weyandt, Coordinator for Regulation and Conformity Assessment, Directorate of Conformity Assessment, Inmetro, Brazil

15:30 pm COFFEE BREAK

16:00 pm PANEL 5 – Sustainability and Product Safety: Shaping the Regulation of the Future

Speakers:

- **Pinuccia Contino**, Deputy to the Director for Consumers and Head of the Product Safety and Rapid Alert System Unit, Directorate-General for Justice and Consumers (DG JUST), European Commission
- **Richard O'Brien**, Executive Director, TIC Council Americas
- **Carolina Zoccoli**, Sustainability Specialist, Federation of Industries of the State of Rio de Janeiro (Firjan), Brazil

Moderator: Rodrigo Bonecini de Almeida, General Coordinator for Bioeconomy and Circular Economy, Secretariat for Green Economy, Decarbonization and Bioindustry, Brazil

17:00 pm Certificate Ceremony for CSHN Member State Delegates

17:30 pm CLOSING SESSION

Sponsored by:



Organized by:



Supported by:

