

## Joint IMFS & LEMF Conference: Retail Financial Services after the Crisis: Legal and Economic Perspectives on Investor and Consumer Protection

**Friday, January 20<sup>th</sup>, 2012**

*From 12.30 p.m. Arrival. Welcome of participants and snacks*

**1.15 p.m. Opening Address**

Prof. Dr. Roman INDERST, Goethe University  
Frankfurt

**1.30 p.m. Panel Discussion: European Financial Regulation:**

Peter EDMONDS, Financial Services Authority, Advisor  
in Risk Division

Dr. Christian GRUGEL, Federal Ministry of Food,  
Agriculture and Consumer Protection, Director  
Consumer Protection

Jacqueline MINOR, European Commission, Director  
of Consumer Policy

Michael SELL, Bundesanstalt für Finanzdienstaufsicht,  
Chief Executive Director

Martin KREBS, ING-DiBa AG, Member of the Executive  
Board

Chair: Prof. Dr. Brigitte HAAR, Goethe University  
Frankfurt

**3.30 p.m. Coffee Break**

**4.00 p.m. Behavioral Law and Economics of Financial  
Regulation**

Prof. Dr. Michael BARR, University of Michigan Law  
School

*Behaviorally informed Financial Services Regulation*

Prof. Dr. Paul HEIDHUES, ESMT, Berlin  
*Behavioral Industrial Organization*

Chair: Dr. Emanuele CIRIOLO, European Commission,  
DG Sanco, Consumer Affairs

**5.30 p.m. Investor Model and Consumer Trust**

Prof. Dr. Niamh MOLONEY, London School of  
Economics

*The Investor Model underlying the European Regulation  
of Investor Protection*

Prof. Dr. Luigi GUIISO, European University Institute  
Florence

*A trust-driven Financial Crisis: Implications for the  
Future of Financial Markets*

Chair: Prof. Dr. Gerard HERTIG, ETH Zurich

**7.00 p.m. Close of first Conference Day**

**7.30 p.m. Speakers' Dinner**

**Saturday, January 21<sup>st</sup>, 2012**

**9.00 a.m. The Scope for Investor and Consumer Protection**

Prof. Dr. Susanne KALSS, Vienna University of Eco-  
nomics and Business

*Beyond Transparency: Alternative Legal Instruments  
of Investor Protection*

Prof. Dr. Marco OTTAVIANI, Bocconi University and  
Kellogg School of Management  
*Financial Advice*

Chair: Prof. Dr. Andreas HACKETHAL, Goethe  
University Frankfurt

**10.30 a.m. Coffee Break**

**11.00 a.m. Consumer Protection: Experience and Potential**

Prof. Dr. Eilis FERRAN, Cambridge University  
*The FSA's Experience in the Field of Consumer  
Protection*

Prof. Dr. Mark ARMSTRONG, University of Oxford  
*Can contingent charges be unfair?*

Chair: Prof. Dr. Pierre-Henri CONAC, University of  
Luxembourg

**12.30 p.m. Closing Remarks**

**12.45 p.m. End of Conference**

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