

GVH President: „Digitalization is transforming competition and consumer protection law”

Another prestigious competition law conference held in Budapest

Budapest, November 20, 2025 – The targeted protection of Hungarian families and children, the competition law implications of artificial intelligence, and the enforcement of competition law in private law were the focus of the 7th Hungarian Competition Law Forum in Budapest. At the professional conference, jointly organized by the Hungarian Competition Authority (GVH), the Hungarian Competition Law Association (MVE), and the Faculty of Law and Political Sciences of Pázmány Péter Catholic University (PPKE JÁK), Csaba Balázs Rigó, President of the GVH, pointed out that "the rise of digitalization and artificial intelligence is also transforming competition and consumer protection law." Andrew N. Ferguson, Chairman of the US Federal Trade Commission (FTC), greeted the participants of the international conference in a video message, and Andreas Mundt, President of the German Federal Cartel Office (Bundeskartellamt), delivered a keynote speech at the event.

The Hungarian Competition Law Forum is the annual highlight of the domestic competition law calendar, where local and international representatives of the profession discuss the most topical issues in the world of competition law and competition policy in the form of professional presentations and panel discussions. This prestigious professional conference was held for the seventh time in Budapest at the Pázmány Péter Catholic University – Saint Pope John Paul II Hall.

Csaba Balázs Rigó, President of the Hungarian Competition Authority, pointed out in his opening speech: *"In a few decades, we will look back on the current period as the years of transformation in competition law, competition policy, and consumer protection law. Digital platforms, artificial intelligence, the dilemmas of data collection and use, the conflicts between encouraging innovation and market regulation, and economic competitiveness are all areas in which competition policy makers and competition authorities have an important role to play,"* pointed out the president of the GVH.

In the opening session, welcoming remarks were given by Zoltán Hegymegi-Barakonyi, president of the Hungarian Competition Law Association and the International League of Competition Law (LIDC), and László Komáromi, dean of the Faculty of Law and Political Science at Pázmány Péter Catholic University. Andrew N. Ferguson, Chairman of the US Federal Trade Commission (FTC), greeted the participants of the 7th Hungarian Competition Law Forum and the Hungarian competition law community in a [video message](#). This was followed by a keynote speech on the latest challenges in competition law and the implications of digitalization by Andreas Mundt, President of the German Federal Cartel Office (Bundeskartellamt).

This year's forum focused on three major topics. The first was artificial intelligence and current issues in digital markets. László Palkovics, the government commissioner responsible for artificial intelligence, also took part in the related panel discussion. This was followed by a discussion of the current challenges of private enforcement. In this context, the GVH presented the recently published volume entitled „Enforcement of private law in competition law" as part

of the "Competition Mirror Book Series". ["A magánjogi jogérvényesítése a versenyjogban" \(Enforcement of private law in competition law\)](#).

Last but not least, a key topic of the conference was the targeted protection of families and children against unfair commercial practices and the risks of the digital space. In relation to the latter, Csaba Balázs Rigó, President of the GVH, emphasized: „We must protect Hungarian families and our children in the digital space as well!”

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