



**INTERNATIONAL
SEMINAR
ON
CONSUMER
RIGHTS
AND
NEUROTECHNOLOGIES**

10th June 2022
15.00 (CET) | 09.00 (ET)

 **UNIVERSITÀ DEGLI STUDI
DI MILANO-BICOCCA**

U7 Building - CIVITAS
Via Bicocca degli Arcimboldi 8, 20126 Milano
Scuola di Economia e Statistica, Aula Consiglio, 4th floor



JOIN US AT THE SEMINAR
(limited number of available seats)

**BOOK YOUR SEAT
TO ENTER THE VENUE**
(by clicking here)

PROGRAM

OPENING REMARKS

Camilla Buzzacchi

Scientific Director of the Observatory on Law, Innovation and Public Administration,
University of Milano-Bicocca

STATE OF ART AND CHALLENGES OF NEUROTECHNOLOGIES.

Salvador Dura Bernal

Assistant Professor of Neuroscience, State University of New York (SUNY) Downstate
and Research Scientist, Nathan Kline Institute for Psychiatric Research

**INTERNATIONAL TRADE AND BRAIN DATA.
NEURO-TECHNOLOGIES UNDER THE WTO AGREEMENTS.**

Carla Gulotta

Associate Professor of International Law, Università degli Studi di Milano-Bicocca

**SIMILARITIES AND DIFFERENCES IN THE RISKS AND REGULATION
OF GENETIC DATA AND BRAIN-DATA: AN AMERICAN PERSPECTIVE.**

Robert Field

Professor of Law - Kline School of Law
and Professor of Health Management and Policy, Dornsife School of Public Health,
Drexel University

**PATIENT OR CONSUMER?
AN EXAMINATION OF THE EU'S REGULATORY FRAMEWORK:
FROM REGULATION (EU) 2017/745 OF THE EUROPEAN PARLIAMENT AND OF THE
COUNCIL OF 5 APRIL 2017 ON MEDICAL DEVICES TO DOMESTIC INITIATIVES.**

Paola Mariani

Associate Professor of International Law, Bocconi University

> Coffee break

**THE CORPORATIONS' PERSPECTIVE:
ETHICAL IN/BY DESIGN, OR NEUTRAL TECHNOLOGY?**

Christoph Guger

G.TEC, high-performance medical products for invasive and non-invasive use with the
brain in research and clinical environments

**CAN THE GDPR BE APPLIED TO BRAIN DATA?
IS EUROPEAN PRIVACY LAW FIT FOR THE CHALLENGES
POSED BY EMERGING NEUROTECHNOLOGIES?**

Prof. Gianclaudio Malgieri

Associate Professor of Law & Technology, EDHEC Business School - Lille (France)

**OPEN QUESTIONS CONCERNING MODERN TECHNOLOGICAL PRODUCTS
AND THEIR IMPACT ON OUR BRAIN, BEHAVIOUR AND SOCIETY.**

Matteo Cantarelli

Founder and CTO of Metacell, software for neuroscience

CONCLUDING REMARKS

Marta Sosa Navarro

Researcher in international law, Università degli Studi di Milano-Bicocca

