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Agustín Reyna is Director of Legal and Economic Affairs at The European Consumer Organisation, BEUC.

Agustín heads the legal and economic department composed of five policy teams: Financial Services, Digital, Consumer Rights, Competition, and Consumer Redress and Enforcement. He leads the Financial Services team and coordinates the organisation's work on competition law enforcement and policy before the Commission and the EU courts. Since 2018 he acts as non-governmental advisor for the Commission to the International Competition Network and represents BEUC in various European and international fora.

He is member of the European Commission's Financial Services User Group and of ESMA's Securities and Markets Stakeholder Group as well as of ESMA's Coordination Network on Sustainability (CNS) Consultative Working Group.

He obtained his law degree at the National University of Cordoba (Argentina), an advanced master's degree in ICT law at the University of Namur (Belgium) and holds a PhD. in law from the University of Bremen (Germany).