

Agustín Reyna



Agustín Reyna is the Director General of BEUC, The European Consumer Organisation, which serves as the umbrella group for 45 independent consumer organisations across 31 European countries. BEUC's primary mission is to act as a strong consumer voice in Brussels and to ensure that consumer interests are given their proper weight in all EU policies. Agustín joined BEUC in 2010 and has since held various positions, including Director of the Legal and Economic Department. Since 2018, he has served as a non-governmental advisor for the European Commission to the International Competition Network and represents BEUC in numerous European and international forums. Additionally, he is a member of ESMA's Securities and Markets Stakeholder Group. Agustín holds a law degree from the National University of Córdoba in Argentina, an advanced master's degree in ICT Law from the University of Namur in Belgium, and a PhD in Law from the University of Bremen in Germany.