

□ FACULTÉ DE DROIT, D'ÉCONOMIE ET DE FINANCE

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**Date:**

Thursday, 19 April 2012 from 12.30 pm to 1.45 pm  
(sandwiches included during the seminar)

**Location:**

Salle Tavenas  
102, avenue Pasteur  
L-2310 Luxembourg

**Registrations:**

- Free seminar
- by email: [fdef-colloques@uni.lu](mailto:fdef-colloques@uni.lu) (Last name, first name, institution)

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## Lunchtime Seminar

organised by the Working Group  
in European Private Law

### "Buy Domestic" Campaigns – Harsh Protectionism or a Justifiable Barrier to Free Movement of Goods?

By Dr Janja Hojnik

Faculty of Law, University of Maribor, Slovenia

Thursday, 19 April 2012  
12.30 pm – 1.45 pm





**Dr Janja Hojnik**

**Dr Janja HOJNIK** is Assistant Professor of EU Law of the Faculty of Law, University of Maribor in Slovenia. Teaching and researching in the field of EU Law since 2003, coaching teams for the EU Law Moot Court Competition since 2005. A Member of national and international research projects (e.g. at the ETUI Brussels). She has written widely on free movement of goods and on other topics related to the EU internal market. Her main publications include:

- The European Company Statute: a new approach to corporate governance, Peter Lang, (in Eng., co-author) 2009;
- Free Movement of Goods (in Slov., author), 2010;
- Decentralisation of the EU internal market (in Slov., author), 2011
- EU Internal Market (in Slov., co-author), 2009;
- Introduction to the EU Law (in Slov., co-author), 2011;
- Free Movement of Goods in a Labyrinth: Can Buy Irish Survive the Crises, Common Market Law Review, 2012, Issue1.

Recipient of the Slovenian Law Societies' award for the most out-standing achievement in the field of law among young lawyers in 2010 and of the award for 10 leading lawyers in Slovenia in 2011.

## Programme

### **12.30 pm Introduction**

Associate Prof. Dr. Mark D. Cole, University of Luxembourg

### **12.45 pm Presentation by Dr Janja Hojnik**

#### ***"Buy Domestic" Campaigns – Harsh Protectionism or a Justifiable Barrier to Free Movement of Goods?***

EU Member States support various campaigns to encourage consumer ethnocentrism, relying on the assumption that increased consumption of domestic goods preserves domestic jobs and fills the state budget. As such they widely make use of such campaigns to overcome the current crisis. Furthermore, in a recent Green Paper (COM(2011)436) even the European Commission supported consumer ethnocentric campaigns, predominantly to boost Euro-centrism on the external markets but also supporting short distribution channels and promotion of local goods on the EU internal market. From the perspective of the EU internal market principles these activities present a hindrance to the free movement of goods. Nevertheless, under the pressures to survive the economic crisis as quickly as possible, new grounds for justification of such campaigns are being proposed by the Member States and also by the European Commission.

### **1.15 pm Questions and discussion**