

# ECCK Live Webinar on the Brussels Effect: How the European Union Rules the World

## EVENT OUTLINE

The Brussels Effect challenges the prevalent view that the European Union is a declining world power. It shows that notwithstanding its many obvious challenges, the EU remains an influential superpower that shapes the world in its image through a phenomenon called the “Brussels Effect.” The Brussels Effect refers to the EU’s unilateral power to regulate global markets. Without the need to resort to international institutions or seek other nations’ cooperation, the EU has the unique ability among nations today to promulgate regulations that shape the global business environment, elevating standards worldwide and leading to a notable Europeanization of many important aspects of global commerce.

## EVENT DETAILS

Date: Thursday, October 15, 2020

Time: 15:00 – 16:00

Venue: Online (Link will be shared after registration)

Admission fee: Free of charge (This webinar is only opened to ECCK members)

## SPEAKER



**Anu Bradford**  
Director  
The European Legal  
Studies Center  
Columbia Law School

Anu Bradford is Henry L. Moses Professor of Law and International Organizations at Columbia Law School. She is also a Director for the European Legal Studies Center and a senior scholar at Columbia Business School’s Jerome A. Chazen Institute for Global Business. Her research focuses on international trade law, EU law and comparative and international antitrust law.

Before joining the faculty at Columbia in 2012, she was an assistant professor at the University of Chicago Law School. She has also taught at Harvard College, Brandeis University, and the University of Helsinki Faculty of Law.

CLICK THIS [RSVP LINK](#) OR SCAN [QR CODE](#) TO REGISTER AND PAY!



- Kindly inform us of your attendance and cancellation by October 13.
- If you have any inquiry for the event, please contact Ms Hyewon Shim.  
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