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**BABEL**

Blockchains and Artificial  
Intelligence for Business,  
Economics and Law



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**DISEI**

DIPARTIMENTO DI  
SCIENZE PER L'ECONOMIA  
E L'IMPRESA

# 1st Spanish-Italian Seminar on Digital Assets Ahead of MiCAR: Cryptoasset Consumer Protection in Spain and Italy

## **Institutional Welcome**

## **Opening Remarks**

**Filippo Zatti**

University of Florence & BABEL

## **The Italian way of the virtual assets regulation**

**Niccolò Travia**

University of Florence

## **The Spanish pioneering cryptoassets advertising regulation**

**Rebeca Herrero Morant**

University of Zaragoza

## **FINAL REMARKS**

**RAFAEL MARIMÓN DURÁ**

University of Valencia

**June 10, 2022 at 11:30 AM CEST  
Aula Camino | Villa Ruspoli |  
Firenze & Online**

**More info and booking at  
[www.babel.unifi.it](http://www.babel.unifi.it)**

**Kindly hosted by the  
Department of Law of  
the University of  
Florence**