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## “IMPLEMENTATION OF NEW EUROPEAN UNION CONSUMER LAW INTO THE CONSUMER LAWS OF THE COUNTRIES OF THE REGION”

*Summary:* In this paper, the author writes about the need for the globalization of consumer law at the international level, in order to ensure equal legal protection of consumers on the global market. The author emphasizes the need to adapt consumer law to new market conditions and new digital technologies. In her work, the author focuses on the New Consumer Framework of the European Union and on new solutions that should enable equal and more efficient legal protection of consumers in the common market of the Union. The author ends the analysis of the implementation of the new consumer law of the European Union in the countries of the region with conclusions about the implementation so far and with the detection of problems that the legislators of the countries of the region have when they need to transfer European legal regulations into national laws.

*Keywords:* consumer law, consumer rights, consumers, traders, digital technologies, globalization, unfair business practice