

The Consumer Voice in Europe



Agustín Reyna

Director General

Agustín Reyna is the Director General of BEUC, The European Consumer Organisation, which serves as the umbrella group for over 40 independent consumer organisations across 32 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 across EU policies. Agustín joined BEUC in 2010 and has since held various positions, including Director of the Legal and Economic Department. He has led BEUC's competition law enforcement work and served as a non-governmental advisor for the European Commission to the International Competition Network. He is a member of ESMA's Securities and Markets Stakeholder Group and represents BEUC in high-level EU expert groups. Since 2026 he is a member of the Management Board of the European Food and Safety Authority. Agustín holds a law degree from the National University of Córdoba in Argentina, an advanced master's degree in information and communication technology law from the University of Namur in Belgium, and a PhD in law from the University of Bremen in Germany. Agustín holds the dual Belgian-Argentinean nationalities.