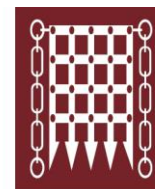


**Westminster eForum policy conference:
Next steps for digital competition in the UK**

Timing: Morning, Thursday, 25th April 2024

*****Taking Place Online*****



**WESTMINSTER
eFORUM**

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Policy priorities for the regulation of the UK's digital markets**
Senior representative, policy
Questions and comments from the floor
- Assessing the scope of regulatory intervention:**
- 9.35 **Implications for SMS-designated firms and the impact on dynamic digital markets**
Matthew Sinclair, Senior Director, UK, Computer and Communications Industry Association
- 9.45 **The way forward for implementation of a new digital markets regime**
Tim Cowen, Chair, Antitrust Practice, Preiskel & Co
- 9.55 **Impact on small businesses and non-SMS firms**
Kelli Fairbrother, Co-founder and Chief Executive Officer, xigxag
- 10.05 **Implications of regulatory intervention on innovation and investment in the UK**
Dr Nicola Mazzarotto, Global Head of Economics, KPMG
- 10.15 Questions and comments from the floor
- 10.55 **Chair's closing remarks**
Senior Parliamentarian
- 11.00 Break
- 11.10 **Chair's opening remarks**
Senior Parliamentarian
- 11.15 **Next steps for consumer protection - new laws banning fake reviews and hidden drip-pricing, potential for further banned practices, and the role of technology**
David Mendes da Costa, Principal Policy Manager, Consumer Policy, Citizens Advice
- 11.25 **Opportunities and challenges for innovative approaches in digital markets**
Deployment of AI for consumer-facing applications | Strategies for promoting competition in development of foundation models | Consumer interaction | Options for use of AI in tackling banned practices | Opportunities for innovative approaches to regulation
Sarah Long, Partner, Euclid Law
David Dorrell, Head of Data Science, Frontier Economics
Senior representative, industry
Senior representative, innovation
- 11.55 Questions and comments from the floor
- 12.30 **Strategies for the implementation of a pro-competition regime for the UK's digital markets**
Catherine Batchelor, Director, Digital Markets Unit, Competition and Markets Authority
Questions and comments from the floor
- 12.55 **Chair's and Westminster eForum closing remarks**
Senior Parliamentarian
Peter van Gelder, Westminster eForum