

# Westminster eForum Keynote Seminar: The UK and the Digital Agenda for Europe: eCommerce Directive and the Digital Single Market

Timing: Morning, Tuesday, 7<sup>th</sup> June 2011

Venue: Hall of India & Pakistan, Royal Over-Seas League, Over-Seas House, Park Place, St James's Street, London SW1A 1LR



Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**  
**Philip Virgo**, Secretary General, EURIM, The Information Society Alliance
- 9.05 - 9.20 **eCommerce today and into the future**  
*An assessment of the prospects for eCommerce in 2011 globally and in the big five EU countries, including the UK. What is driving online commerce development and what are the main challenges for the industry and the regulators to adapt to the changing market?*  
**Virginie Alloo**, E-commerce Senior Analyst, Cullen International
- 9.20 - 10.05 **eCommerce Directive - toward a digital single market?**  
*How will the anticipated European Commission communication on the eCommerce Directive impact the UK's online economy? What are the challenges facing nation states, in particular the UK, in the creation of a digital single market? What effect would harmonisation of domestic and European legislation have on the scale of online businesses? How will customer relationships be affected? How will nationally licensed content e.g. music, movies and games, be treated within the Digital Single Market? What is the upside for businesses operating Europe-wide, and how do challenges and benefits affect different market segments?*  
**Tristan Rogers**, Chief Executive Officer, Concrete  
**Professor Patrick van Eecke**, Partner, DLA Piper  
**Andrew McClelland**, Director of Operations and Regulatory Affairs, Interactive Media in Retail Group (IMRG)  
**Emma Ascroft**, Director, Public Policy, Yahoo! UK & Ireland  
Questions and comments from the floor with **Virginie Alloo**, E-commerce Senior Analyst, Cullen International
- 10.05 - 10.30 **The UK in the single European online marketplace**  
**Nigel Hickson**, Head of EU and International ICT Policy, Department for Culture, Media and Sport  
Questions and comments from the floor
- 10.30 - 10.35 **Chairman's closing remarks**  
**Philip Virgo**, Secretary General, EURIM, The Information Society Alliance
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chairman's opening remarks**  
**Steve Ranger**, Editor, silicon.com
- 11.05 - 11.30 **The upcoming European Commission Communication on eCommerce: tackling obstacles to a digital single market**  
**Harrie Temmink**, Deputy Head, Online and Postal Unit, Directorate-General Internal Market and Services, European Commission  
Questions and comments from the floor
- 11.30 - 12.15 **eConsumer rights in the Digital Single Market and beyond**  
*What are the challenges facing online retailers to ensure they meet compliance requirements of the different European jurisdictions in which they operate? Should proposed changes to the EU Consumer Rights Directive, to harmonise contract law and lower compliance costs, be mandatory across the EEA? What are set to be the challenges to the creation of a 'Code of EU Online Rights' and greater harmonisation of consumer protection across Europe? Does more need to be done to specifically protect mobile consumers?*  
**Brigitte Acoca**, Consumer Policy Analyst and Lawyer, Secretariat to the Committee on Consumer Policy, OECD  
**Angus Cormie**, Marketing Director, Online, Dell EMEA  
**Johan Lindstrom**, Business Leader, eCommerce, Europe, MasterCard  
**Dr Mike Short**, Vice President, Public Affairs, Telefónica Europe  
**Mike O'Connor**, Chief Executive, Consumer Focus  
Questions and comments from the floor
- 12.15 - 12.55 **The future for mCommerce**  
*What effects are new services and technologies, such as payment by mobile and television, having on the online market? What, aside from digital content, are the market trends in mCommerce - who is buying, what are they purchasing and how are they paying? How will the rise of near-field communications (NFC) devices and the standardisation of barcodes change the way mobiles are used? Will the implementation of the eMoney Directive increase the use of the mobile phone as an e-tailing platform as well as payment mechanism? What initiatives are being implemented to ensure purchasing online is made easier whilst also protecting consumer security and privacy? Is there a need for specific mCommerce legislation to cover mobile transactions and to drive uptake of the medium? Who should regulate the use of the mobile as a payment device?*  
**Emma Robertson**, Managing Consultant, Transform  
**David Glennie**, Chief Innovation Officer, Mobile Interactive Group (MIG)  
**Bradley Brady**, Director of Strategy & Communications, PhonepayPlus  
**Carl Scheible**, Managing Director, PayPal UK  
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**  
**Steve Ranger**, Editor, silicon.com  
**Thomas Raynsford**, Senior Producer, Westminster eForum