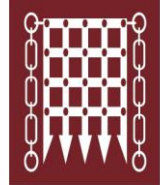


**Westminster eForum policy conference:  
Next steps for digital competition in the UK**  
*Timing: Morning, Thursday, 25<sup>th</sup> April 2024*  
**\*\*\*Taking Place Online\*\*\***



**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
- 9.35 **Implications for SMS-designated entities 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 non-SMS enterprises and the wider business community**  
**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 **Priorities for consumer protection - key issues to address, the scope and implementation of new measures, trader responsibilities, public information and engagement, and regulatory options going forward**  
**David Mendes da Costa**, Principal Policy Manager, Consumer Policy, Citizens Advice
- 11.25 **Innovation and supporting growth in digital markets**  
*promoting confidence in the UK digital economy and attracting investment | navigating the new regulatory landscape | opportunities for AI in consumer-facing applications and consumer protection | promoting competition in development of foundation models | opportunities for regulatory agility going forward*  
**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 **Next steps for digital markets and the implementation of a pro-competition regime in the UK**  
Senior representative, regulation  
Questions and comments from the floor
- 12.55 **Chair's and Westminster eForum closing remarks**  
Senior Parliamentarian  
**Peter van Gelder**, Westminster eForum