



Press Information

- Net Futures 2017 will concentrate on technology policy discussions with representatives from a wide variety of sectors so that many different perspectives can be taken into account
- The mid-term review of the Digital Single Market strategy is an ideal occasion to reflect on and reformulate the goals that Europe should address while entering a period where everything will be connected and every part of society and economy 'internetised'. Net Futures 2017 is a dynamic forum for cutting edge conversation.
- In this sense, the conference will offer a range of topics for debate and insight, and the occasion to reflect on current issues under the umbrella of

"Internet, the economy and society in 2027"

such as:

- the industrial internet
 - the need for a free flow of data within Europe
 - legal ethical and social issues emerging within a software-defined world
 - the requirements of a Next Generation Internet
 - data protection issues in a world with huge amounts of data
 - mobile connectivity
- Through the above and also through some pre- and post-conference sessions, Net Futures 2017 will contribute to the extensive stakeholder engagement actions which have been announced in the Communications about [Digital Single Market](#) (April 2015), [Digitising European Industry](#) (April 2016) and about ["Building a European data economy"](#) (January 2017), [mid-term review](#) (May 2017)

- Three short **inspirational back-to-back speeches** around the question "**How will the three main sectors of the economy look like in 2027?**" will be given by:

Charlie Kindel, Director Amazon – smart home

Nikos Manouselis, CEO Agroknow

Geoff Pegman, Managing Director R U Robots Limited

- Science + Technology = STARTS: **STARTS Initiative** -Artists in Innovation projects. Five artists from various fields will present their activities linked to industry and society. There will be a presentation of futures wearable connected fashion

- Plenary sessions

28/6, 14:00, Opening Plenary "Europe supporting the future networking":

- Erik Ekudden, Ericsson, Group CTO and Head of Technology & Architecture
- Lie Junius, Google, Director of EU Public Policy and government Relations
- Guido Romeo, Science Editor in Chief for REsearch's Internet of the future Initiative at European Institute for Science, Media and Democracy (Atomium)
- Pearse O'Donohue, Director "Futures Networks", European Commission

29/6, 12:15, during Closing Plenary:

Speakers from [Friends of Europe](#), a leading Brussels-based think tank.

At the conference, Friends of Europe will launch a discussion paper about 'Policy Choices for a Digital Age'.

Panellists will take a 'whole economy, whole society' perspective on how the internet is shaping our lives and will draw on the ideas and recommendations set out in the above discussion paper.

Panelists are

- Maximilian Strotmann, Member of Cabinet of Vice-President Ansip
- Julie Foulon, Co-founder and Director of Molengeek
- Sébastien Deletaille, CEO and co-founder of Real Impact Analysis (RIA)
- Michael Mandel, Chief Economic Strategist, Progressive Policy Institute
- Dharmendra Kanani, Director of Strategy, Friends of Europe

Some of the questions that will be explored are:

- Is business ready for the challenges and opportunities that increasing automation and the internet of things will bring?

- Are governments ready to embrace new models and serve citizens better through e-government?
- What must policymakers do to ensure that regulation is fit for purpose in the 21st century and can support rather than stifle digital growth?

Confirmed authors for the discussion paper include:

Andrus Ansip, European Commission Vice-President for the Digital Single Market; Taavi Rõivas, Vice-President of the National Parliament and former Prime Minister of Estonia; Eva Maydell, Member of the European Parliament; Jacques Bughin, Director of the McKinsey Global Institute; Frederic Mazzella, Founder and CEO of BlaBlaCar; Elena Alfaro Martínez, CEO, BBVA Data & Analytics; Daniel Sepulveda, former Deputy Assistant Secretary of State and U.S. Coordinator for International Communications and Information Policy; Robert Atkinson, President, Information Technology and Innovation Foundation; and Danil Kerimi, Head of Technology Industries, World Economic Forum.

Free registration for journalists: please ask for the registration code via contact@netfuturesconference.eu

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