



**INVITATION** TO CONFERENCE ON 2 FEBRUARY 2012

# One Europe – One Market

**In 2012 the Single Market can celebrate its 20 year Anniversary. The Single Market has been a great success and brought prosperity and jobs. However, it is time to take stock of achievements and discuss the way forward.**

In 20 years the Single Market should still be one market, including the digital world. This poses new challenges to respond to technological developments, and just as experienced during the last 20 years it requires commitment and basic respect for the main principles to ensure free movement. This is why the conference will also focus on the future challenges and growth potential, as taken up in the Digital Agenda.

Presently Europe suffers from financial turmoil. This makes it even more important to ensure the right framework for European business to create growth and jobs. To harvest the full potential of the Single Market, it is key to ensure a better transparency and governance of EU law and more exchange of best practices between the Member States.

The European Commission has relaunched the Single Market. Companies and consumers play an important role in realising the Single Market. Come and meet a number of the central players and discuss how to focus on the right priorities.

Please register online no later than Wednesday 25 January by following the below link:

 [di.dk/onemarket](http://di.dk/onemarket)



**Date**  
2 February 2012

**Venue**  
Bella Center,  
Center Boulevard 5, Copenhagen S,  
Denmark

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**Participation**  
Free of charge

**Registration**  
Please register at the latest  
Wednesday 25 January 2012  
via [di.dk/onemarket](http://di.dk/onemarket)



CONFERENCE ON 2 FEBRUARY 2012  
AT THE BELLA CENTER, CENTER BOULEVARD 5, COPENHAGEN S

# One Europe – One Market

## Moderator:

Ms Jacki Davis, EU journalist and commentator

11.30 **Registration and sandwich lunch**

12.00 **Communication in a global world**  
HRH The Crown Princess Mary

12.10 **The Single Market: key for growth**  
Mr Karsten Dybvad, Director General and  
CEO, Confederation of Danish Industry

12.20 **20 years in the Single Market: achievements  
and future vision**  
Mr Michel Barnier, Commissioner for the  
Internal Market and Services

12.35 **Single Market Priorities for the Danish  
EU-Presidency**  
Mr Ole Sohn, Danish Minister for Business  
and Growth

12.45 **Lessons for the way forward**

The basic legislation and principles are in place, but to make it function in practice is a challenge. What should be done to ensure a well-functioning Single Market in future?

**Keynote speaker:** Mr Malcolm Harbour, MEP, Chairman of the Internal Market Committee of the European Parliament

## Panel:

- ⊙ Mr Henrik Øe, the Danish Consumer Ombudsman
- ⊙ Mr Paul Coebergh van den Braak, Senior Director, Intellectual Property & Standards, Philips
- ⊙ Ms Donatella Picarelli, Commercial Director, FRA.BO
- ⊙ Mr Allan Søgaard Larsen, President and CEO, Falck

14.00 **Moving into the digital world**  
Mr Ulf Persson, Chairman of BUSINESS-EUROPE Internal Market Committee, L. M. Ericsson AB

14.10 **Break**



HRH The Crown Princess Mary

FOTO: STENEVALD



Karsten Dybvad



Michel Barnier



Ole Sohn



Malcolm Harbour



Ulf Persson

14.30 **Opportunities and challenges to create growth in a Digital Single Market**

Mr Jens Klarskov, CEO of the Danish Chamber of Commerce

14.40 **Cross-border e-commerce and growth**

What are the main barriers for e-commerce to help create growth and how should they be overcome? How do we develop a cross-border complaint structure that can ensure trust in the system?

**Keynote speaker:** Mr Werner Stengg, Head of Unit, Online-services, European Commission

**Panel:**

- ⊙ Mr Jens Christian Buhl, e-commerce manager, Bestseller
- ⊙ Ms Monique Goyens, Secretary General, BEUC, the European Consumers' Organisation
- ⊙ Mr Wijnand Jongen, Director, Thuiswinkel

15.25 **Break**

15.40 **Innovative cross-border services and data protection**

New, effective and innovative ICT solutions – such as cloud computing – are not adopted at the desired speed due to different national rules. A solution must be found.

**Keynote speaker:** Mr Peter Hustinx, Supervisor, European Data Protection Supervisor

**Panel:**

- ⊙ Mr John Vassallo, Vice President EU Affairs, Microsoft
- ⊙ Mr David Hartz, Director Regulatory Affairs, LEGO
- ⊙ Ms Nina Nørregaard, Senior Attorney, IBM

16.25 **Protection of intellectual property rights online**

Today we have a de facto sum of 27 separate markets. A European solution should be found to clear copyrights at one place.

**Keynote speaker:** Mr David Sweeney, Chairman, Sweeney Consulting

**Panel:**

- ⊙ Ms Kristin Skogen Lund, Executive Vice President, Telenor Group
- ⊙ Mr Anders Sjöman, Vice President Communications, Voddlar
- ⊙ Mr David Mothander, Nordic Policy Counsel, Google

17.10 **Surprise!**

17.20 **Closing remarks**



Jens Klarskov



Werner Stengg



Peter Hustinx



David Sweeney