



MEMO

To : Rosa Barcelo, Colin Clark, Jane Zavalishina, Giuseppe Calabi
From : Team Brussels, Ecommerce Europe
Date : 1 June 2015
Subject : Briefing Panel session A Annual Conference 8 June, Barcelona

Ecommerce Europe Annual Conference 2015

Address: Hotel des Arts, Barcelona
Visitors: +/- 350 visitors from the European e-commerce industry, policy, and other stakeholders
Contact person: Stefanie Ros (+32 (0) 487 53 41 16) or Luca Cassetti (+32 (0) 471 01 95 44)

Every year Ecommerce Europe hosts its Annual Conference in Hotel Arts, Barcelona prior to the Global E-Commerce Summit. With around 350 visitors Ecommerce Europe provides a uniquely large discussion platform bringing merchants, policy makers, and other stakeholders together for dialogue on how to create a policy landscape suitable for the future of cross-border e-commerce. Next to this, merchants share best practices and innovative solutions to the barriers they are currently facing.

The Ecommerce Europe Annual Conference is THE e-commerce conference for European policy makers and other stakeholders eager to learn more about how the e-commerce sector can continue its double-digit growth rate.

About Ecommerce Europe

Ecommerce Europe is the association representing 25.000+ companies selling goods and/or services online to consumers in Europe. Founded by leading national e-commerce associations, Ecommerce Europe now represents 17 national associations and is the voice of the e-commerce sector in Europe. Its mission is to stimulate cross-border e-commerce through lobbying for better or desired policy, by offering a European platform bringing the European e-commerce sector and other stakeholders together, and by providing in-depth research data about European markets.

Website: <http://www.ecommerce-europe.eu>



Programme Annual Conference 2015

(Highlighted parts in yellow are for your action)

8h30 – 9h30: Coffee and registration

9h30 – 11h00: Plenary session

9h30 **Welcome** by moderator **Dave Keating**, Journalist and former editor at European Voice

9h35 **Opening** by **François Momboisse**, President of Ecommerce Europe

9h45 **Keynote speech** by **Juhan Lepassaar**, Head of Cabinet Vice-President of the European Commission for the Digital Single Market **Andrus Ansip**, on the role of e-commerce in the Digital Single Market

10h00 **Presentation of the outcomes of the survey** barriers to growth by **Jorij Abraham** (video or other dynamic form) and panel to reflect on outcomes:

- **Claire Bury**, Director Internal Market and Services, **European Commission**
- **Gerard de Graaf**, Director Electronic Communications, **European Commission**
- **Ramon Tremosa i Balcells**, Member Committee on Economic and Monetary Affairs (ECON) **European Parliament**
- **Mike Jennings**, Founder, **Cotswold Balloon Safaris**
- **Daniel Tallón**, Marketing Director, **Just-Eat.es**
- **Monique Goyens**, *Director General*, **BEUC**

11h00 End of session

11h30 – 16h00: Ecommerce Europe theme sessions A, B, C (Parallel sessions)

Theme session A: Different country, same rules – how smart harmonization can boost the business models of the future

11h30 – 13h00: Removing regulatory barriers

14h30 – 16h00: Towards a data-driven market

16h30 – 17h30: Plenary wrap up and a global vision on e-commerce

16h30 Conclusions of the day by moderator **Dave Keating**, Journalist and former editor at European Voice

16h45 Reflection on conclusions by e-commerce associations from around the world

- **Mallory Duncan**, Senior Vice President and General Counsel, **National Retail Federation**
- **Mostafa Abolnasr**, E-Commerce Manager, **Itida**
- **Shifeng Xia**, Representative, **SCEA**
- Representative of **BECA** (tbc)

17h15 Discussion and questions from audience

17h30 – 19h30: Welcome reception Global E-commerce Summit - open for Ecommerce Europe Annual Conference attendees



PART 1

14h30-16h00: Afternoon Session A Different country, same rules - Towards a data-driven market

Towards a data-driven market

14h30	Short welcome by moderator Chris Sherwood, Head of Public Policy Allegro Group
14h35	Introduction by Ms. Sachiko Scheuing , Vice-Chairwoman FEDMA and Data Protection Officer at Acxiom
14h50	Response by Léon Mölenberg , Senior Policy Advisor, Ecommerce Europe
15h00	Panel discussion on how legislation can facilitate new business models in a data driven market <ul style="list-style-type: none">- Rosa Barcelo, Head of Sector (Digital privacy), European Commission Directorate-General Connect- Jane Zavalishina, CEO, Yandex Data Factory- Colin Clark, Vice-President Data Services, Digital River- Giuseppe Calabi, Senior Partner, CBM Law
15h40	Discussion and questions from the audience
16h00	End of session

1. Proceedings

Proceedings (afternoon)

- **Please arrive at the speaker registration desk no later than 13h30.** You will be welcomed by one of the members of our team and we can do the last technical tests if necessary.--> **SHOW ROOM**
- **At 14h00** you will move to the **REGISTRATION DESK** to do a technical check and prepare.
- There will be a space reserved for you and all speakers in the front row of the audience.
- **At 15h00**, after Mr. Mölenberg's speech, you will **be introduced** by Mr. Sherwood **with the other speakers** from the panel discussion on consumers and **invited on stage**.
- **You will be asked for a short introduction about yourself.**
- **You will engage in the panel discussion, including questions from the audience.**
- **At 16h00 end of panel discussion** and plenary session.



2. Background

14h30 – 16h00: Towards a data-driven market

After the lunch break session A will look at how legislation and policy can stimulate instead of hamper the e-commerce business models of the future. Participants will discuss together if the current and upcoming European privacy and data protection rules leave enough room for innovation. New business models and innovative market solutions will be presented to very concretely identify what is needed from the European legislative framework to facilitate the data-driven society and to ensure that Europe can remain competitive on a global scale.

3. Discussion

Thesis for the panel discussion on privacy and data protection policies (15h00 – 16h00):

1. Cookies are providing a better online shopping experience for customers. The precise interpretation of the rules on information in the EU Cookie Directive varies in the Member States. Europe needs a clarification of the 'consent' notion in the e-Privacy directive.
2. The collection of data becomes more and more important and has become a real business. Big Data is important for webshops to develop their marketing strategies and can be beneficial to the consumers.
3. Data portability in the e-commerce sector can lead to additional costs for businesses since companies have to develop new systems for data management. It should only be used when it is to the benefit of the consumer.

Questions for panel discussion on privacy and data protection policies (15h00 – 16h00):

- Why do the online merchants need cookies and why are they providing a better experience to customers? (merchants)
- What are the opportunities of Big Data for online merchants? (merchants)
- Are the current rules fit for that? (DG JUSTICE, DG CONNECT, Data Protection Supervisor)
- What should change to make that happen? (DG JUSTICE, DG CONNECT, Data Protection Supervisor)
- Why, concretely, is data portability important for merchants? (merchants)
- Are the current rules taking these elements into account? (DG CONNECT, Data Protection Supervisor)



BIOGRAPHIES SPEAKERS

14h30-16h00: Afternoon Session A Different country, same rules - Towards a data-driven market



Dr. Sachiko Scheuing
Vice-Chairwoman FEDMA, Data Protection Officer at Acxiom

Dr. Sachiko Scheuing is the Co-Chairwoman of the Federation of European Direct and Interactive Marketing (FEDMA), a long established face of the industry in Brussels. Sachiko is also the European Privacy Officer for Acxiom, a global leader in marketing services. With nearly 20 years in marketing intelligence and as a former Chief Analyst, she combines theoretical and practical experience to manage Acxiom's European Government affairs and compliance, also providing national and European level advice to clients and colleagues on data protection and privacy matters. Sachiko is also active in many European and global associations, most notably the Dutch Association of Data Protection Officers (NGFG) where she is a long standing board member, Confederation of European Data Protection Organisation (CEDPO).



Léon Mölenberg
Senior Policy Advisor, Ecommerce Europe

Dr. Léon Mölenberg started his legal career as lecturer and researcher in the field of consumer and contract law, tort law, civil litigation and private international law at the law faculty of Maastricht University from 1987 till 2005. He regularly published on consumer law, litigation and package travel. In 1995 he finished a doctoral thesis on the collective court action (class action) for consumer organizations in the field of standard contract terms. Since 2006 he is senior policy consultant and legal advisor at Thuiswinkel.org (www.thuiswinkel.org), the Dutch Association of Distant Sellers and Service Providers with 2200+ member companies and since 2014, senior policy advisor at Ecommerce Europe.

His expertise is on distant selling and ecommerce consumer law, contract terms, ADR, competition and privacy & data protection. He is member of the working party for privacy issues of VNO-NCW the Dutch federation of Netherlands Industry and Employers. He takes part in the legal committees of both Thuiswinkel.org and Ecommerce Europe, the European association representing 25000+ B2C web traders.

15h00-15h40: Panel discussion on how legislation can facilitate new business models in a data driven market (Theme session A: e-Regulations)



Dr. Rosa Barcelo
Head of Sector (Digital privacy), European Commission, DG CNECT

Rosa Barcelo works at the European Commission, in DG CNECT (Unit H4) where she leads the sector responsible for digital privacy and data protection. Tasks and responsibilities under this role include the ePrivacy Directive (2002/58), in particular monitoring transposition into Member States and legislative developments, defining policies on personal data breach notification, as well as following-up self-regulatory initiatives such as OBA and Do-Not-Track.

Prior to taking up this job, Rosa worked for the European Data Protection Ecommerce Europe - www.ecommerce-europe.eu - Rue de Trèves 59-61 B-1040 Brussels - +32 (0) 2 502 31 34 info@ecommerce-europe.eu – Twitter: @Ecommerce_EU



Supervisor (2006-2011) and in the Data Protection Unit of the European Commission (2004 and 2005). In both positions she worked on novel privacy issues related to new technologies as well as with aspects related to international data transfer such as the US Safe Harbour agreement.

Rosa has worked as a private lawyer in the Brussels offices of Morrison and Foerster and DLA Piper where she advised clients on European privacy and data protection, electronic commerce and technology law. She also worked for some years in the academia (University of Namur, in Belgium and University of Balearic Islands). She obtained her PhD in Law in 1999 with a dissertation on electronic contracts and digital signatures.



Jane Zavalishina
CEO, Yandex Data Factory

Jane is Chief Executive Officer of Yandex Data Factory. She ensures that the project's operations and strategies fulfill its mission of finding new ways for utilizing Yandex's data processing technologies and capabilities outside their core applications and markets.

Before taking up the leadership of the company's new business unit, Jane was serving as Chief Executive Officer of Yandex's e-commerce payment service Yandex.Money, which she joined in 2005. Under Jane's leadership Yandex.Money produced a major impact on the e-commerce industry of Russia; it became one of the strongest players on the country's e-commerce market and one of the most recognized e-payment brands in this country.

Prior to becoming head of Yandex.Money, Jane served as Chief Product Officer at Yandex, having joined the company in 2000. During her time in this role, she strongly contributed to the company's business success and helped to take Yandex to the leading position on the internet market in Russia, where the company gained popularity not only because of the quality of its search, but also because of a wide range of web-based products and services it offered to users.

Alongside her duties as CEO of Yandex Data Factory, Mrs Zavalishina remains on the board of directors of Yandex.Money.



Giuseppe Calabi
Senior Partner, CBM Law

Giuseppe Calabi is the senior partner of CBM & Partner – Studio legale. He has an extensive experience in all legal aspects of ecommerce and was a pioneer in the areas of new technologies, internet, data protection and digital contents. He is the lead legal counsel of Netcomm, the main Italian trade association of merchants and e-commerce providers and is a member of the E-Regulation Committee of Ecommerce Europe. He deals with issues related to cross-border transactions, ISP liability and Italian and foreign social networks. He has been advisor to the first Italian financial social network.

He is a member of the Harvard Law School Leadership Council of Europe.

He is also a member of the Copyright Commission of the Italian Publishers Association and of the Advisory Committee of the Italian Communication Authority (AGCOM) on online copyright infringement.

Education and Professional Experience

- Harvard Law School, Master of Laws, 1989-1990
- Graduated *cum laude* from Milan University, Law School, 1984
- Associate at the Law firm of Prof. Mario Casella and Associates, Milan, 1984-1987



- Visiting Associate at Herzfeld & Ruben, New York, 1988
- Internship at *Service Juridique of Commission des Opérations de Bourse*, Paris, 1986

Memberships

IBA, UIA, AIDBF, A.I.P.B., Harvard Law School Leadership Council of Europe, Ecommerce Europe

Member of the Milan Bar since 1989

Languages

Italian, English and French

[PHOTO]

Colin Clark

Vice-President Data Services, Digital River

[BIOGRAPHY]