

Discussion on:

Shaping Free & Safe Transatlantic Data Flows: Benefits & Challenges

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Contact:

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Venue:

Bertelsmann Representative Office
Unter den Linden 1
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Conference language: English

1. Event Background

Over the past twenty years, cross-border data flows have become a strategic and necessary element of the transatlantic economic relationship. The ability to access and transfer data freely has boosted productivity, expanded trade and eased foreign investments, thus creating countless opportunities for businesses and customers on both sides of the Atlantic.

Our Berlin event will start with introductory remarks by MEP and former Vice President of the EU Commission Viviane Reding on “Rebuilding Trust in Transatlantic Data Flows”, followed by a presentation of Joshua Meltzer’s paper on “The importance of the Internet and Transatlantic Data Flows for U.S. and EU Trade and Investment”. The presentation will give to our selected audience of regulators, business leaders and civil society representatives a better sense of the economic consequences of transatlantic data flows.

Nonetheless, our ability to take full advantage of transatlantic data flows will depend on the U.S. and EU’s willingness to sustain and improve the flow of data across the Atlantic. As a matter of fact, regulatory dissonances on data privacy, data storage, intellectual property and more still hinder the free and safe circulation of data across the Atlantic, at the expense of citizens and businesses alike. For European and U.S. companies (above all SMEs), navigating the myriad rules and legal approaches often proves time consuming and, from time to time, risky.

After Dr. Meltzer’s presentation we will have a short Q&A with Viviane Reding and Joshua Meltzer before we continue with a panel discussion, which investigates the modalities of addressing such challenges.

2. Agenda

- 17.15 – 17.30: Registration and Networking
- 17.30 – 17.35: Welcome address
Andreas Esche, Director, Program Shaping Sustainable Economies, Bertelsmann Stiftung
- 17.35 – 18.00: Introduction: “Rebuilding Trust in Transatlantic Data Flows”
Viviane Reding, Member of the European Parliament (MEP) and Former Vice-President of the European Commission, Brussels
- 18.00 – 18.15: Paper presentation: “The Importance of the Internet and Transatlantic Data Flows for U.S. and EU Trade and Investment”
Joshua P. Meltzer, Fellow, Global Economy and Development at BROOKINGS, Washington, DC
- 18.15 – 18.30: Q&A
- 18.30 – 19.15: Panel discussion: “Shaping Free & Safe Transatlantic Data Flows: Outlook & Challenges”

Joshua P. Meltzer, Fellow, Global Economy and Development at BROOKINGS, Washington, DC
Volker Tripp, Advocacy Manager, Digitale Gesellschaft e. V.
Jan-Wilhelm Verheijden, Trade Negotiator, DG Trade, European Commission, Brussels
Annette von Westernhagen, Lead Senior Council, Data Protection and Privacy Office, SAP SE, Walldorf
Dr. Anna Zeiter, Head of Data Protection / Data Protection Officer, EU Marketplaces, eBay International AG, Bern

Moderator: **Dr. Ulrich Schoof**, Program Shaping Sustainable Economies, Bertelsmann Stiftung, Gütersloh
- 19.15 – 19.45: Open discussion
- 19.45 – 20.00: Concluding remarks
Andreas Esche, Director, Program Shaping Sustainable Economies, Bertelsmann Stiftung, Gütersloh
- 20.15: Dinner