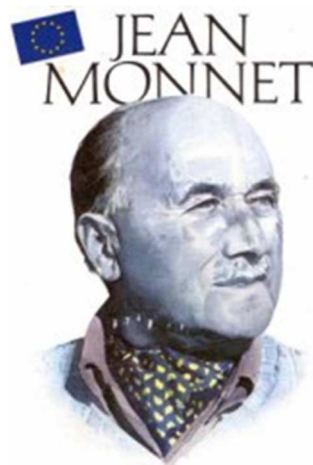




INAUGURAL AND KICK-OFF CONFERENCE

Jean Monnet Centre of Excellence

Consumers and SMEs in the Digital Single Market (Digi-ConSME)



Alma Mater Studiorum, University of Bologna

Sala Poeti, 1st floor, Palazzo Ercolani, 45

8 May 2020

Consumers and SMEs in the Digital Single Market (Digi-ConSME) is the name of the newly established Jean Monnet Centre of Excellence that has been awarded by the European Commission to the Department of Sociology and Business Law of the University of Bologna.

A Jean Monnet Centre of Excellence is a focal point of competence and knowledge on European Union studies. It is awarded to outstanding research groups that have a visible societal impact and do pioneering research at international level.

Consumers and SMEs are at the centre of the European project. They are the engine of the EU economy. The digital revolution and technologies are transforming the economy and social relations across the world, posing unprecedented regulatory challenges, and undermining existing legal frameworks and principles. Digital technologies present opportunities and risks for both SMEs and consumers. Fundamental rights and other economic rights are involved (e.g. data protection, ownership and property, contracts). The EU Digital Single Market attempts to remove regulatory barriers and move from national markets to a single EU market. Regulation plays a pivotal role in the creation of a EU single market fit for a sustainable digital economy, ensuring an optimal economic and social balance. Within this framework, how are SMEs and consumers affected? What are the challenges and risks ahead? What regulatory environment should provide for a right balance between economic exploitation, social justice and the protection of established rights? How should the law of innovation look like and what is the role of the EU?

How it is decided what the rules are is one of the most important issues facing policymakers today.

The Jean Monnet Centre of Excellence Digi-ConSME aims at giving support, visibility and enhanced impact to several academic activities in this critical area of EU integration. It positions SMEs and consumers at the centre of the digital ecosystem, bearing in mind that innovation should serve humankind, not vice versa, nor it is not a goal per se. This is particularly relevant in the current state of events, where the technological curve has gone up steeply with the development of disruptive artificial intelligence, databases, data lakes, distribution ledgers, algorithms and other intelligent systems that make use of big data as their essential fuel. These digital technologies place public policy and law making at a crossroad.

Conference Programme

09:00 – 09:10 Welcome

09:10 – 09:20 **PRESENTATION OF THE CENTRE** (Project Director – Prof. Federico FERRETTI)

The challenges ahead

09:20 – 10:40 **SESSION I** (Chair: Prof. Stefano ZUNARELLI and Prof. Maria Alessandra STEFANELLI)

Business Models, platforms, and sustainable markets

09:20 – 09:30 Stefano ZUNARELLI, Professor of Law, University of Bologna

09:30 – 09:50 Piero CRIVELLARO, Head of Public Policy, Government Relations, Amazon

09:50 – 10:10 Speaker 2

10:10 – 10:25 Discussant 1

10:25 – 10:40 Q & A

10:40 – 11:00 COFFEE BREAK

11:05 – 12:25 **SESSION II** (Chair: Prof. Federico FERRETTI)

Financial Services

11:05 – 11:15 Federico FERRETTI, Associate Professor of Law, University of Bologna

11:15 – 11:35 Miles LARBAY, Head of Financial Consumer Protection, OECD

11:35 – 11:55 Peter ROTT, Professor of European Private Law and Consumer Law,
University of Kassel (Germany)

11:55 – 12:10 Jelena MADIR, Chief Counsel at the European Bank for Reconstruction and
Development (EBRD), Head of Financial Law Unit

12:10 - 12:25 Q & A

12:30 – 13:55 LUNCH BREAK

14:00 – 15:20 **SESSION III** (Chair: Prof. Emanuela CARBONARA)

Competition

14:00 - 14:10 Emanuela CARBONARA, Associate Professor of Economics, University of Bologna

14:10 – 14:30 Silvio VISMARA, Associate Professor of Business and Management Engineering, University of Bergamo

14:30 – 14:50 Sergio PASTORELLO, Professor of Econometrics, University of Bologna

14:50 – 15:05 Francesco PARISI, Oppenheimer Wolff and Donnelly Professor of Law, University of Minnesota and Professor of Economics, University of Bologna

15:05 – 15:20 Q & A

15:20 – 15:30 COFFEE MINI-BREAK

15:30 – 16:50 **SESSION IV** (Chair: Prof Irene CALBOLI and Prof. Maurizio BORGHI)

Creativity, innovation, and intellectual property

15:30 – 15:40 Research area coordinator (Prof. Borghi/Calboli)

15:40 – 16:00 Nari LEE, Professor of Intellectual Property Law, HANKEN School of Economics (Helsinki, Finland)

16:00 – 16:20 Joost P. Poort (Professor, Univ. of Amsterdam and Co-director Institute for Information Law, The Netherlands)

16:20 – 16:50 Nicola Searle (Engineering and Physical Sciences Research Council Digital Economy Fellow and Senior Lecturer, Goldsmiths University of London)

Discussant 4 (15 min) followed by Q & A

16:50 – 17:00 REFRESHMENT BREAK

17:00 – 18:00 **FEEDBACK SESSION** (Chair: Federico FERRETTI)

The Stakeholders' perspective: policy makers, SMEs, consumers & families (Advisory Board)

17:00 – 17:20 European Commission

17:20 – 17:40 SMEunited

17:40 – 18:00 COFACE

18:00 **CLOSING**