



Llywodraeth Cymru
Welsh Government

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The Welsh Government invites you to join a discussion on digital transformation, a priority for the EU as reflected in the European Commission's Digital Single Market strategy.

#DigitalDestination

Where: Maelbeek Room, Résidence Palace, International Press Centre, Rue de la Loi/Wetstraat 155, 1040 Brussels

When: Tuesday 1 March 2016

Time: 09:00 – 12:30 *(with a networking lunch to follow)*

This event will consider aspects of the strategy of particular relevance to regional and local governments, notably how infrastructure – including smarter cities and the roll-out of superfast broadband – is developing. It will provide an overview of the Digital Single Market and its effect on consumers and organisations.

The discussion will also explore the increased scrutiny of online activity, such as the use of search engines and social media, by the EU institutions, and illustrate how companies, including Adobe and Condé Nast, are interacting with consumers.

Confirmed speakers include:

Robert Madelin, Senior Adviser for Innovation to Commission President Juncker and former Director-General of DG CONNECT.

Professor Steve Chan, PhD, Chief Strategist for IBM Smarter Cities and Safer Planet and Director of the IBM Centre for Resiliency and Sustainability, along with several high-level specialists from academia, industry and government.

The digitisation of the EU will have a significant impact on regions and cities. It is estimated that moving from 28 national digital markets to a single one will contribute €415 billion per year to the EU's economy and create hundreds of thousands of new jobs.

The aims of this event are:

- To assess the state of play and to look forward in the area of digital policies and strategies.
- To highlight successful digital projects across regions, including Wales, for the implementation of the Digital Single Market.
- To explore how organisations and public bodies will interact with consumers and citizens as digital communication matures.
- To develop further connections, relationships and networks in the digital field with a view to future collaboration.

To register:

EventBrite:

bit.ly/digitaldestination



[@WalesinEU](https://twitter.com/WalesinEU)

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.
This document is also available in Welsh.



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09:00 Registration and Coffee

09:15 Introduction Chair: David Warrender, CEO Innovation Point

09:20 Panel One:

Digital Communication: Social Media, Digital Marketing, Content Strategy and Developing Media:

David Ringrose, Acting Director, DG CONNECT, European Commission

Angela Jones, Academic Director, Condé Nast College of Fashion and Design

John Jolliffe, Senior Manager European Government Affairs, Adobe

Iestyn Davies, CEO CollegesWales

Adam Williams, Lecturer/Consultant, University of South Wales

Question and Answer Session

10:40 Coffee Break

11:10 Panel Two:

Maximising the Potential of the Digital Economy: Perspectives on the EU's Digital Single Market Strategy, Big Data, Web 4.0, Smarter Cities, Security, Emerging Technologies and Telecoms:

Alwen Williams, Head of BT Wales

Caren Fullerton, Chief Digital Officer, Welsh Government

Professor Steve Chan, PhD, Chief Strategist for IBM Smarter Cities and Safer Planet and Director of the IBM Centre for Resiliency and Sustainability

Robert Madelin, Senior Adviser for Innovation, European Commission

Question and Answer Session

12:25 Close and Conclusions

12:30 Networking Lunch