Masters of Digital 2021

Digital as the driver for Europe's recovery

3-4 February 2020, Virtual Event www.mastersofdigital.org

Making Europe "fit for the digital age" is an undertaking that requires cooperation and collaboration. This has only been underlined during 2020, where unprecedented disruption has demanded a reconfiguration of how businesses are run, public administrations operate, and how citizens go about their daily lives.

This unique virtual edition of **Masters of Digital** – DIGITALEUROPE's flagship annual gathering – will focus on the role of digital in strengthening Europe's emergence from the global pandemic, and look at how deeper collaboration between business, government and civil society will deliver on the goal of a globally competitive, stronger digital Europe.

Agenda

DAY 1: Wednesday 3 February

09:00 – 09:30	**Virtual Platform and Networking and Showcases Open**
09:30 – 10:00	**Welcome and Introduction to Masters of Digital 2021** **Cecilia Bonefeld-Dahl,** Director General, DIGITALEUROPE
10:00 – 10:30	**Keynote Speech** **Charles Michel,** President of the European Council
10:30 – 11:30	**Main Stage Panel Discussion** **The Digital Road to Recovery**

In July 2020, European leaders struck a historic deal for €750bn to restart our continent's economy, 20% of which must be invested in digital. This is an impressive statement of intent – Europe's recovery will take us forward, not back. But as Member States put together their national plans, what are the digital investments that will drive our continent forward, accelerate our transition to climate neutrality, modernise our health systems, and give our citizens the tools and skills they need to thrive in the digital age?

Moderated by:	**Sam Fleming**, Brussels Bureau Chief, Financial Times
	Céline Gauer, Director General, Recovery and Resilience Task Force, European Commission **Fernanda Ferreira Dias**, Director-General for Economic Activities, Ministry of Economy and Digital Transition, Portugal **Norbert Lütke-Entrup,** Head of Technology & Innovation Management, Siemens **Damian Boeselager,** Member, European Parliament **Jyrki Katainen,** President, Sitra

11:30 – 11:45	**Networking and Showcase Break** Participants are able to browse the showcases and exhibitions, and networking with each other on the platform.
11:45 – 12:15	**Keynote Conversation**
Moderated by:	**Natalia Drozdiak,** European Technology Reporter, Bloomberg
	Stavros Lambrinidis, Ambassador of the European Union to the United States **Cecilia Bonefeld-Dahl,** Director General, DIGITALEUROPE
12:15-13:00	**Focused Sessions** Sessions to provide a deeper dive on particular topics, bringing fresh perspectives on technology and its role and impact in society.
12:15 – 13:00	**Focus Session** **The future of industry: Preparing for the new normal**
	2020 was a year of challenges for Europe's economy. But can Europe's industry see any silver lining from the pandemic? In this panel, DIGITALEUROPE's Executive Council on Digital Manufacturing (DMEC) will address with key policy-makers what the EU urgently needs to do to update its industrial backbone, giving practical examples of how the EU Recovery Fund can support this goal. It will shine a light on industrial data-sharing concepts at the core of GAIA-X's vision: how can Europe ride the next wave of manufacturing data and reinvent its industry post-COVID? There will be a specific focus on how the EU can harness digital technologies to transform utilities – such as water management – to make better use of scarce resources.
Moderated by:	**Jennifer Baker,** Journalist
	Kerstin Jorna, Director General, DG GROW, European Commission **Cristian Busoi,** Member, European Parliament and Chair of ITRE Committee **Alain Dedieu**, Chair of DIGITALEUROPE's Digital Manufacturing Executive Council, Schneider Electric **Prof. Dr. Dieter Wegener**, Leader of Industry 4.0 Policy Group, ZVEI **Patrik Sjöstedt,** EMEA Regional Business Leader, Manufacturing, Enterprise Commercial, Microsoft
13:00 – 14:00	**Lunch Break** Participants are able to browse the showcases and exhibitions, and networking with each other on the platform
14:00 – 14:25	**Keynote discussion** **Gaia-X: Data infrastructure the European Way**
	Hubert Tardieu, Interim CEO of GAIA-X AISBL in conversation with **Cecilia Bonefeld-Dahl,** Director General of DIGITALEUROPE

| 14:25 – 15:25 | **Main Stage Panel Discussion** |
| | **2021 – the year of data** |

2021 will see the publication of several significant data-related pieces of legislation, notably on artificial intelligence and data sharing. These are opportunities to make the most of untapped data potential and channel it to support entrepreneurship and create new jobs. Data availability is essential to harness the power of digital, and the success of AI innovation – for example – depends on high-quality data. This panel will discuss how to unlock the potential of public and private data sharing. How can we tap into the vast troves of industrial data that lie unused or hardly used? What barriers are there for small businesses in particular? How can data enable a vibrant European tech ecosystem open to the world, and make best use of available technologies?

| Moderated by: | **Cecilia Bonefeld-Dahl,** Director General, DIGITALEUROPE |

Christiane Canenbley, Deputy Head of Cabinet for Executive Vice-President Vestager, European Commission
Dragoș Tudorache, Member of European Parliament and Chair of AIDA Committee
Gilles Thiebaut, Managing Director, Senior Vice President Global Sales for Northern Western Europe, Hewlett Packard Enterprise
Bart Steukers, Director Context and Future CEO, Agoria
Andreas Cleve, CEO of Corti and DIGITALEUROPE 2020 Future Unicorn Award winner

| 15:25 – 15:35 | **Networking and Showcase Break** |

Participants are able to browse the showcases and exhibitions, and networking with each other on the platform.

| 15:35 – 16:00 | **Keynote Conversations** |

Börje Ekholm, President and CEO, Ericsson Group

| 16:00 – 16:45 | **Digitally Enlightened: New World, New Skills** |

DIGITALEUROPE and BBC StoryWorks series launch

DIGITALEUROPE announced a landmark film series, to be produced by BBC StoryWorks Commercial Productions, in May 2020. 'Digitally Enlightened' will explore how a common vision in Europe would help digital innovation scale up and flourish to the benefit of consumers and companies. Since then, COVID-19 has shifted the perspective of every individual and organisation around the world. The pandemic has exposed the ever-growing skills gap, highlighting the urgent need to retrain and upskill the workforce. With more children learning from home than ever before and record numbers of people searching for work, the concepts of upskilling have had to accelerate into action quicker than ever before. Join our panel of digital skills experts from across Europe as we discuss what the upskilling landscape in Europe looks like now and where we go from here.

| Moderated by: | **LJ Rich,** Technology Correspondent, BBC |

Una Fitzpatrick, Director, Tech Ireland

Anna Ferenczy, Chief Marketing Officer, CodeCool
Norberto Carrascal, Education and Public Sector Director EMEA, Intel Corporation
Mette Lundberg, Director for Politics and Communications, IT-Branchen

16:45 – 17:05   **Keynote Interview**
Nadia Calviño, Vice-President and Minister of the Economy of Spain **in discussion with Cecilia Bonefeld-Dahl,** Director General, DIGITALEUROPE

17:05-17:15   **Presentation of Master of Digital Award**

17:15 – 17:30   **Close**
Cecilia Bonefeld-Dahl, Director General, DIGITALEUROPE

DAY 2: Thursday 4 February

09:00 – 09:45   **Virtual Platform and Networking and Showcases Open**
Participants are able to browse the showcases and exhibitions, and networking with each other on the platform.

09:45 – 10:15   **Welcome**
Cecilia Bonefeld-Dahl, Director General, DIGITALEUROPE
Hilary Mine, President, DIGITALEUROPE and Vice-President & Market Unit Leader Nordics, Baltics & Benelux at Nokia

10:15 – 10:30   **Keynote Conversation**
Svenja Schulze, Federal Minister for Environment, Nature Conservation and Nuclear Safety, Germany

10:30 – 11:40   **Main Stage Panel discussion**
A green and digital Europe: how to accelerate the twin transition?

2021 will be a crucial year for the climate as well as our economic recovery. Ahead of COP26, the European Union will set even more ambitious targets for cutting emissions. In parallel, many other Green Deal initiatives are starting to take shape, such as the building 'Renovation Wave' or the smart mobility strategy. Digital technologies have tremendous potential to help Europe achieve its climate goals. With the right reforms and investments, they could enable a 20% reduction in global CO2 emissions by 2030. How can we harness digital to ensure that our green spending delivers bang for our buck?

Moderated by: **Sonja van Renssen**, Journalist, Energy Monitor

Casper Klynge, Vice President, European Government Affairs, Microsoft
Svenja Schulze, Federal Minister for Environment, Nature Conservation and Nuclear Safety, Germany
Sandrine Dixson-Declève, Co-President Club of Rome
Mauro Petriccione, Director General, DG CLIMA, European Commission
Jon Linden, CEO, Ekkono

| 11:40 – 11:55 | **Networking and Showcase Break** |
| | Participants are able to browse the showcases and exhibitions, and networking with each other on the platform. |

| 11:55 – 12:45 | **Focused Sessions** |
| | Sessions to provide a deeper dive on particular topics, bringing fresh perspectives on technology and its role and impact in society. |

| 11:55 – 12:45 | **Focus Session** |
| | **Unlocking the EU recovery through public sector transformation** |

This panel will discuss the almost unprecedented window of opportunity for EU policy to tackle critical elements in the digital transformation process, from digital sovereignty to the revolution of government services for European citizens. By bringing government closer to citizens alongside closer collaborations across ministries and borders, it is possible to co-innovate and scale world-class solutions while enhancing citizen trust, driving down costs to taxpayers. With various industry verticals disproportionately impacted by the COVID-19 economic crisis, Europe's public sector is now expected to play an increasingly significant role in a timely and transformative recovery.

Moderated by: **Jennifer Baker**, Journalist

Mario Compolargo, Director General, European Commission, DG DIGIT**,** European Commission
Anton Ujčič, Deputy Director General, Information Society and Informatics Directorate, Slovenia
Vanda Jesus, Executive Director, Portugal Digital
Ulrich Ahle, CEO, FIWARE Foundation
Michel Isnard, Vice-President EMEA Sales, Red Hat

| 12:45 – 13:45 | **Lunch Break** |
| | Participants are able to browse the showcases and exhibitions, and networking with each other on the platform |

| 13:45 – 14:00 | **Keynote** |
| | **Stella Kyriakides,** European Commissioner for Health and Food Safety (video message) |

Introduced by: **Joyce Lee**, Vice President & CIO Asia Pacific, Janssen Pharm Group of Companies, Johnson & Johnson (video message)

14:00 – 15:00	**Main Stage Panel discussion**

Racing Against Time: What it will take to deliver advanced healthcare in the EU

Healthcare has topped the 2020 political agenda in the EU and the COVID-19 crisis is driving an overdue upgrade to Europe's health systems and services. Member States and the European Commission are stepping up efforts to ensure the necessary funding is available to upgrade digital infrastructure which is now central to modern health care systems. But what should the future of healthcare look like?

A panel of experts will look to peel back the layers of complexity and explore how we can foster digital innovation in healthcare. How can we accelerate the development of Common Health Data Spaces? What are the main obstacles? How can we ensure quality health and social care across the whole EU? Is politics acting as an impetus or an anchor? What is the role of the private sector, and how can we build trusted services?

Moderated by: **Petra Wilson,** Managing Director, Health Connect Partners

Pierre Delsaux, Deputy Director General, DG SANTE, European Commission
Miapetra Kumpula-Natri, Member, European Parliament on AIDA Committee and ITRE's Rapporteur on European Strategy for Data paper
François Cremieux, Deputy CEO of the Greater Paris University Hospitals (AP-HP)
Francesco Buonarroti, Chief Information Officer, Janssen Pharmaceuticals, Johnson & Johnson
Christoph Zindel, Member of the Managing Board at Siemens Healthineers
Markus Kalliola, Director, Health Data 2030, Sitra

15:00 – 15:20	**Keynote**

Ursula von der Leyen, President, European Commission

15:30 – 15:45	**Keynote Conversation**

Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth

15:45 – 16:15	**Future Unicorn Award**

Presentation of the award following a short discussion with the finalists

Moderated by: **Jennifer Baker,** Journalist

Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth
Cecilia Bonefeld-Dahl, Director General, DIGITAL EUROPE
The Three Future Unicorn Award finalists

16:15	**Close**

Cecilia Bonefeld-Dahl, Director General, DIGITALEUROPE