



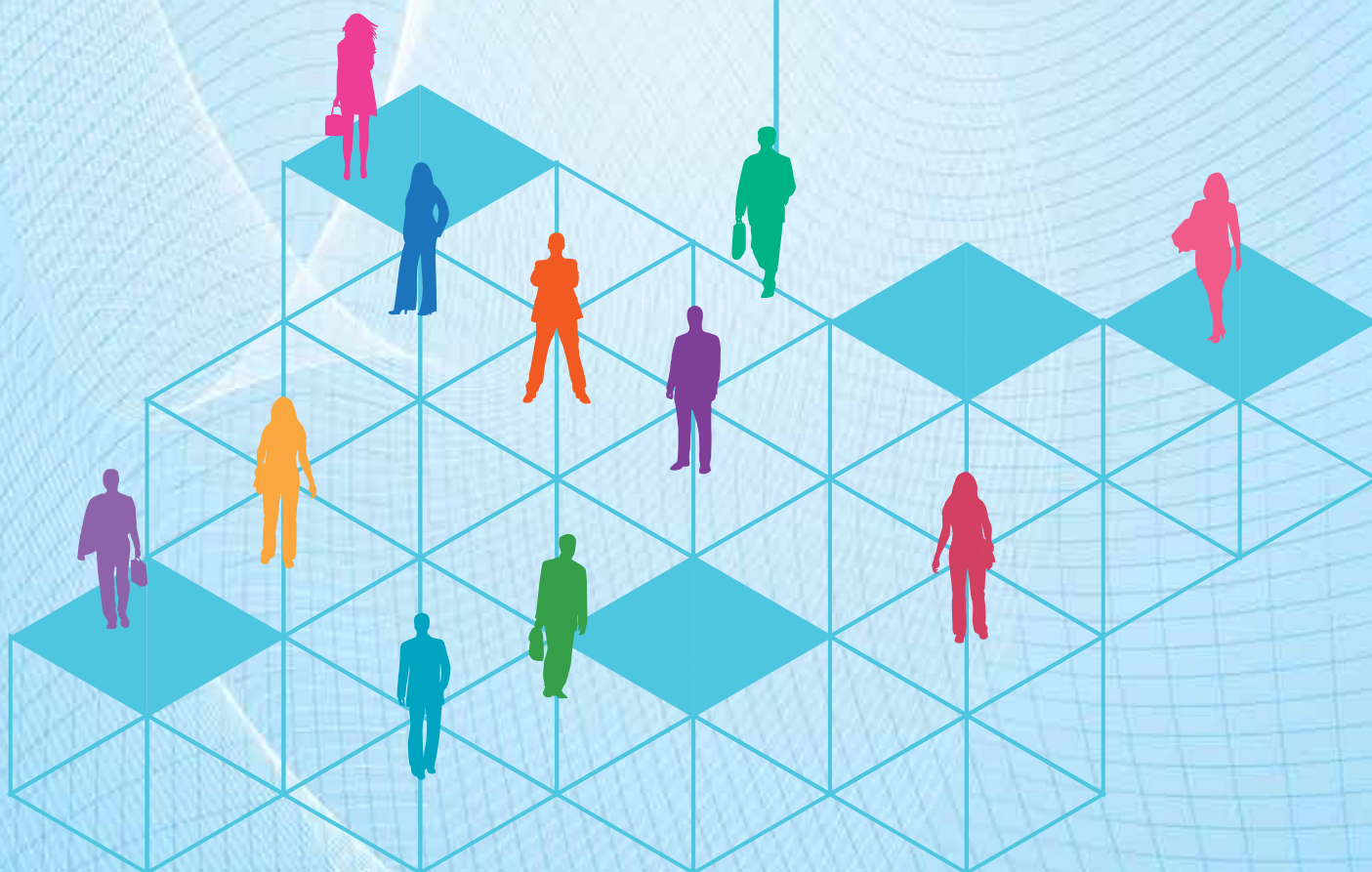
Latvian Presidency
of the Council of the
European Union

EU2015.LV

SINGLE MARKET FORUM 2014

*Riga,
26 March 2015*

*CONCLUDING
CONFERENCE*



This conference concludes a series of 20 workshops and conferences held in 16 cities in Europe in 2014 and early 2015, gathering stakeholders in the policy areas of services, the Digital Single Market, professional qualifications, crowdfunding, public procurement, and intellectual property rights. Each workshop and conference had at its core the central questions of:

- What works in the Single Market, and what doesn't?
- What's missing, that would make the Single Market more effective?
- How can forthcoming EU rules be best made to work?

26 March 2015

Location: Riga, Radisson Blu Latvija - Elizabetes str. 55 LV-1010 Riga

08.30 – 09.00 Registration and welcome coffee

09.00 – 09.20 **Welcome Address**

Dana Reizniece-Ozola, Minister of Economics of the Republic of Latvia, EU Presidency

09.20 – 09.40 **Opening speech**

Elżbieta Bieńkowska, Commissioner for the Internal Market, Industry, Entrepreneurship and SMEs

09.40 – 10.00 **Opening address**

Vicky Ford, MEP, Chair of the Internal Market and Consumer Protection Committee, European Parliament

Roundtable discussion: "Gaps and solutions in the Digital Single Market"

10.00 – 11.30

A completed Digital Single Market would help move Europe out of economic crisis, delivering better services at better prices, more choice, and new jobs. Yet all the evidence suggests that the EU is still far from achieving this. The European Commission is due to present a strategy plan in May. How can we make sure that the plan benefits all parts of society: citizens/consumers and businesses, whether big or small, start-ups or established, traditional or new economy, located in urban centres or outside?

The panel will focus on three overlapping aspects:

1. A Digital Single Market for consumers: how to make it easier for consumers to shop cross-border online, regardless of their geographical location, whilst building their trust and security in the online environment;
2. A Digital Single Market for start-ups: how to make it easier to establish, access finance, and innovate, including new business models e.g. the 'sharing economy';
3. A Digital Single Market for business: how to encourage existing businesses, especially SMEs, to offer services cross-border online and expand and diversify into new areas using the potential of digital technologies.

The panel will address:

1. Real life stories: stakeholders setting out their experiences of the barriers that they face in trying to operate cross-border, as well as the opportunities that they see;
2. Finding solutions: policy makers and academics will respond to these stories and discuss how to address the barriers and enable companies to exploit the opportunities.

Speakers:

- Ristomatti Partanen, CEO, TellAbout;
- Nicholas Russell, founding CEO, We Are Pop Up;
- Jörg Land, CEO, Sonormed;
- Róza Maria Gräfin von Thun und Hohenstein, MEP, member of the Internal Market and Consumer Protection Committee, European Parliament;
- Pierre Delsaux, Deputy Director General, Directorate-General for the Internal Market, Industry, Entrepreneurship and SMEs, European Commission;
- Albert Bravo-Biosca, NESTA.

11.30 – 12.00

Coffee break

Roundtable discussion: “Going cross-border: overcoming obstacles to the provision of services across borders in the EU”

12.00 – 13.30

The services sector is crucial to Europe’s economy, providing 67% of jobs across the EU. It has now been six years since the Services Directive was introduced to reduce barriers to the Single Market in services. But many obstacles still remain, especially for SMEs.

The Commission held nine workshops on services in key border regions of the EU. This panel will showcase the real-life stories of EU businesses. Issues discussed will include the availability of information for businesses going cross-border; the fragmentation of national regulation, even in the implementation of EU regulation; and the heavy administrative burden and red tape businesses face when trying to provide services in another EU country.

Speakers:

- Charilaos Alexopoulos, President, Domotechniki SA, and 2nd VP of the Thessaloniki Chamber of Commerce and Industry;
- Jitka Ryšavá, Czech Republic, European Enterprise Network representative;
- Maria Škof, Partner, Grilc Vouk Škof Lawyers;
- Catherine Stihler, MEP, vice chair of the Internal Market and Consumer Protection Committee, European Parliament;
- Zaiga Liepiņa, Deputy State Secretary Ministry of Economics, Latvia;
- Jürgen Tiedje, Head of Unit, Business-to-Consumer Services, European Commission.

13.30 – 14.30

Lunch and networking

Roundtable discussion: “Reforming regulation of professions to create jobs and improve access to services for consumers”

14.30 – 16.00

This panel will discuss the impact and economics of reforms in the context of the mutual evaluation of regulated professions.

The main topics will include:

- Discussion on the rationale of regulating professions;
- National best practices for a reform to be successful;
- The need for economic analysis based on robust methodology and reliable data;
- Concerns of specific professions; and
- Mutual evaluation of regulated professions.

Speakers:

- **Jennefer Baarn**, Head of section Single Market, Directorate of European and International Affairs, Dutch Ministry of Economic Affairs;
- **Bartłomiej Banaszak**, Polish Ombudsman for Graduate Affairs;
- **Martin Frohn**, Head of Unit, Free Movement of Professionals, European Commission;
- **Maria Koumenta**, Lecturer in Labour Studies, Queen Mary University of London;
- **Markus Stock**, Head of EU-Office of the Austrian Federal Economic Chamber.

16.00

Closing address

Kristin Schreiber, Director, Governance of the Single Market, European Commission