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--- [Lars-Henrik Myrmel-Johansen](#) [1], Director General, Ministry of Government Administration, Norway, session moderator #dsm12.

[The Danish Presidency](#) [2] of the European Union is hosting a [High Level Conference](#) [3] on the Digital Single Market in Copenhagen, 27-28 February 2012. I am moderating a session, which will focus on how to turn online start-ups into global players and how to strengthening the environment for web entrepreneurs in Europe.

Web entrepreneurs play an important role in boosting the digital economy. Web entrepreneurs will not only contribute with innovative content and services for you and me. They are essential to the actual creation of growth and jobs, which is on everybody's minds these days. Thus, some of the key issues which we are to discuss and – hopefully – supply answers for are:

- 1) Which barriers do today hinder web entrepreneurs from flourishing all over Europe?
- 2) What are the major conditions for doing cross-border business on the internet?
- 3) How do we best address the barriers for web entrepreneurs in Europe?
- 4) What concrete actions do we need to take to set the best framework conditions for them to start up new business ideas and bring these to a wide European market?
- 5) What could be done to counter some of the challenges in regard to financing?

To get into the important theme, we have gathered a panel of distinguished and knowledgeable European experts, which among others include: Mr. Alex Farcet, founder of Startup Bootcamp and partner at startup weekend; Mr. Bas Kotterink, Senior Consultant ICT Policy, TNO; Ms. Ann Mettler, Executive Director and Co-Founder, Lisbon Council; and Mr. Viorel Peca, Head of Unit, Networked Media Systems, Directorate-General Information Society and Media.

You can follow the discussions on twitter at [#dsm12](#) [4] and [#da12proc](#) [5]. For the full [programme](#) [6],

please visit the [conference website](#) [7] I hope you will contribute to the discussion by commenting below or vote on the contributions of others. The contributions receiving the most votes will be presented and discussed in Copenhagen.

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