International Product Safety Week 2018

CONNECTING SAFETY

AGENDA
12 - 16 November, 2018
Brussels, Belgium
Welcome to the 2018 International Product Safety Week, the occasion to debate, foster international cooperation and discuss new and upcoming challenges in the area of (non-food) consumer product safety.

12-13 November 2018 AM  European Commission, Albert Borschette Conference Centre (CCAB)

ICPHSO INTERNATIONAL SYMPOSIUM

13 November 2018 PM  European Parliament, JAN building, meeting room JAN04Q2

Registration of participants and coffee

Online safety campaign launch

**Pinuccia Contino**, Head of Unit “Product Safety and Rapid Alert System”, Directorate-General for Justice and Consumers (DG JUST), European Commission (EC)

**Neville Matthew**, General Manager, Consumer Product Safety Branch, Australian Competition & Consumer Commission (ACCC)

**Yasuko Iwai**, Chair, OECD Working Party on Consumer Product Safety

Opening remarks

Alexandra Jour-Schroeder, Acting Deputy Director-General, DG JUST, EC

Keynote speech

Vice-Minister Zhang Jiwen, General Administration of China Customs

PANEL 1: New tools for market surveillance

Eric Pellettier, Vice President-Head of International Government Relations, Alibaba

Kasper Mogensen, Co-founder, technology and development, Big2Great

Myungseong Choi, Deputy Director, Consumer Policy, Fair Trade Commission, South Korea

PANEL 2: Recalls: best practices

Pinuccia Contino, Head of Unit “Product Safety and Rapid Alert System”, DG JUST, EC

Tim Grimwade, Executive General Manager, Consumer, Small Business and Product Safety, ACCC

Anthony Auffray, Worldwide Director of Product Compliance, Amazon

Maria Teresa Da Piedade Moreira, Head, Competition and Consumer Policies Branch, UNCTAD

Closing

Diana Madill, Moderator

Product Safety Networking Dinner

Concert Noble, Rue d’Arlon 82, 1000 Brussels

Welcome address

Tiina Astola, Director-General, DG JUST, EC

Keynote speech

Anne-Lise Sibony, Professor of EU Law, University of Louvain School of Law - CeDIE, Belgium

Interpretation: FR-DE-EN-ZH
"It's smart, but is it safe?"
Joint OECD-EC conference on IoT, AI and product safety

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00</td>
<td>Registration of participants and coffee</td>
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<tr>
<td>09:00</td>
<td>Opening</td>
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<tr>
<td></td>
<td>Pinuccia Contino, <strong>Head of Unit “Product Safety and Rapid Alert System”, DG JUST, EC</strong></td>
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<td>Yasuko Iwai, <strong>Chair, OECD Working Party on Consumer Product Safety</strong></td>
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<td>09:15</td>
<td>PANEL 1: Introduction to the IoT and AI technologies</td>
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<td>The discussion will describe the key elements of each technology, how they are increasingly being combined, the process followed by businesses to design their consumer products around them, how traditional products are changing through these technologies. It should highlight how new technologies have become part of consumers’ everyday life and need for consumer education on ways to use such products in a safe and secure manner.</td>
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<td>James R. Hairston, <strong>Head of Public Policy, Oculus</strong></td>
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<td>Isabella De Michelis, <strong>CEO and founder, High Pulse GmbH, Switzerland</strong></td>
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<td>Frédéric Donck, <strong>Director European Regional Bureau, Internet Society</strong></td>
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<td>Robert Moskovitch, <strong>Head of Complex Data Analytics Lab, Ben Gurion University, Israel</strong></td>
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<td>10:30</td>
<td>Coffee break</td>
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<td>10:50</td>
<td>PANEL 2: IoT and AI opportunities for product safety</td>
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<td>The discussion will aim to provide concrete examples of IoT/AI benefits for product safety. These may include:</td>
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<td>- Enhanced product safety through improved product features and performance over time</td>
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<td>- Remote fixing of product defects through software updates</td>
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<td>- Using the IoT and AI to alert consumers about a product safety issue</td>
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<td>- Remotely making consumers to stop using an unsafe product</td>
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<td>Martyn Allen, <strong>Technical Director Electrical Safety First, United Kingdom</strong></td>
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<td>Francesco Regazzoni, <strong>Researcher, ALaRI Institute of University of Lugano, Switzerland</strong></td>
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<td>Cornelia Kutterer, <strong>Senior Director, EU Government Affairs, AI &amp; Privacy and Digital Policies, Microsoft</strong></td>
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<td>Pierre Chalançon, <strong>Chair of the BIAC Consumer Task Force</strong></td>
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<td>12:00</td>
<td>Lunch</td>
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<td>13:30</td>
<td>Presentation: &quot;Kettles and kids toys, how safe is the IoT in our house? – Live Hack&quot;</td>
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<td>Mark Harrison, <strong>Consultant, Pen Test Partners</strong></td>
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Interpretation: FR-DE-EN-JA-ZH
**PANEL 3: IoT and AI challenges for product safety**

Focus will be made on key emerging product safety risks for consumers, which may be
the result of the following problems, and vulnerabilities:
- Software defects resulting in a defective product
- Digital security issues affecting the safety of a product
- Evolving nature of the connected products and AI powered products through its lifecycle while
  already in consumers hands

**Monique Goyens**, Director-General BEUC

**Tsuneo Komatsuzaki**, JEITA/Chair Person of Smart Home Cyber-Security Working Group, Advisor of
CEQ/SECOM to AIIJ Japan

**Marcello Manca**, VP, Government & Industry Affairs, EU, A.D. UL Italy

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**Coffee break**

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**PANEL 4: The way forward – policy discussion**

The panel will examine the main policy issues that policy makers are exploring or could
look into in the near future, at domestic, regional and international levels. Stakeholders
will explain what they are doing to address these issues, the obstacles they are
currently facing, and the specific role that may be played by regulators and the OECD to
help address the risks.

**Travis L. Norton**, Technical Director Electronics and Smart Products, International Federation
of Inspection Agencies

**Apostolos Malatras**, Network and Information Security Expert, ENISA - European Union
Agency for Network and Information Security

**Amanda Long**, Director, Consumers International

**Cinzia Missiroli**, Director Standardization & Digital Solutions, CEN and CENELEC

**Rod Freeman**, Partner at Cooley LLP

**Debate with the audience**

**Lead discussants:**

**Mitsuki Nakamura**, Section chief of policy planning of product safety division,
Ministry of Economy Trade and Industry, Japan

**Neville Matthew**, General Manager, Consumer Product Safety Branch, Australian Competition &
Consumer Commission (ACCC)

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**Closing**

**Diana Madill**, Moderator
15 November 2018, European Parliament, JAN building, meeting room JAN04Q2

“Hey, look what I found online!”
New approaches to product safety online

08:30 Registration of participants and coffee
09:30 Opening
Marie-Paule Benassi, Acting Director for Consumers, DG JUST, EC
09:45 PANEL 1: Online platforms and their role on product safety
The panel will discuss about the role of online marketplaces to ensure that products sold through their websites are safe. Best practices and initiatives from regulators and industry will be discussed, as well as the challenges of e-commerce for both consumers and companies.
Orsolya Csorba, Deputy Head of Unit ‘Product Safety and Rapid Alert System’, DG JUST, EC
Magdalena Piech, Regulatory Affairs Expert, Allegro, Poland
Maurits Bruggink, Secretary-General, European eCommerce & Omni-Channel Trade Association (EMOTA)
11:00 PANEL 2: The role of influencers raising awareness on product safety issues
The panel will address how regulators can work with influencers and social media to raise awareness among consumers about product safety issues. Speakers will present communication campaigns carried out in their countries as well as their experience working with influencers and what is the best way to address consumers about these issues.
Pipsa Korkolainen, Senior Officer, Consumer Products, Tukes, Finland
Konstantinos Vlachakis, Technology editor, Influencer, Founder, Techblog.gr
Ida Mazzenga, Legal Consultant, Digital Reliance – Senior Legal Counsel, Knowit Digital Law, Sweden
12:15 Closing
Pinuccia Contino, Head of Unit ‘Product Safety and Rapid Alert System’, DG JUST, EC

15-16 November 2018, European Commission, Albert Borschette Conference Centre (CCAB)

“OECD Working Party”

14:30 The 17th Meeting of the OECD Working Party on Consumer Product Safety

Moderator
Diana Madill

Webstreaming link

Twitter
#IPSW18 #EU4Consumers #ProductSafety
Conference venue (1)
European Commission
Conference Centre Albert Borschette (CCAB)
Meeting room AB-0A
Rue Froissart 36, 1040 in Brussels, Belgium
Metro « Schuman » (lines 1 et 5)
Train station « Schuman » or « Luxembourg »

Conference venue (2)
European Parliament
Meeting room JAN04Q2
JAN building
Rue Wiertz 60, 1047 Brussels, Belgium
Metro « Trône » (lines 2 and 6) or «Maelbeek» (lines 1 and 5)
Train station «Luxembourg».

Catering & Social Events
Coffee breaks and a buffet lunch will be offered during the conference. The Product Safety Networking Dinner is organised at the Concert Noble on the evening of 13 November 2018.

Security
We kindly invite you to arrive well in advance to allow sufficient time for the usual security checks at the entrance of the meeting room areas. Please note that all bags, including suitcases, will be scanned and that you must keep them next to you during the event.

Local Information
For more information on the COUNTRY and CITY, please visit the website: https://visit.brussels/en/

Recording, photographing and filming
Most events will be recorded and parts may be photographed or filmed. Your participation in these events implies your acceptance to be recorded, photographed and filmed.