Group of the Progressive Alliance of Socialists & Democrats in the European Parliament

ECEG European Chemical Employers Group

A Digital Single Market Strategy for Europe
Social and employment-related aspects of digitalisation for the European Chemical Industry

Diamant Building, Boulevard Auguste Reyers 80, room Baekeland

hosted by MEP Jutta Steinruck (S&D)

25 February 2016, 9:00 – 11:30

Registration and coffee as from 8:30

9:00 – 9:15 Opening remarks

Jutta Steinruck MEP, rapporteur of the EMPL Committee on 'Towards a Digital Single Market Act' (2015/2147(INI))

and

Stephen Elliott, President, ECEG

9:15 – 10:00 Roundtable 1: Digital transformation in European industry

Moderator: Koen Laenens, ECEG

Digital transformation at a company level

- Jessica Federer, Head Digital Development, Bayer

Can policy development in Europe keep pace with digital transformation? Experiences of a multinational technology company

- Dr. Karl Pall, Director D-A-CH, Google Germany GmbH

Road to becoming people centric at company level

- Jerome Beauguitte, Director of Digital Business Solutions Group, Sprinklr

ECEG member BAVC Germany: Activities on digitalisation - BAVC and the social partners of the German chemical industry

- Dr. Andreas Ogrinz, Managing Director, Sustainability and social responsibility, BAVC

10:00 – 10:15 Q&A session with the audience

10:15 – 11:00 Roundtable 2: The role of Social Partners

Moderator: Simon Marsh, ECEG

Digital Economy and Society

- Eric Mamer, Deputy Head of Cabinet of Commissioner Günther Oettinger - Digital Economy and Society, European Commission

Digitalisation for equality, participation and cooperation in industry

- Laurent Zibell, Policy Adviser, industriAll Europe
- Sylvain Lefebvre, Deputy General Secretary of industriAll Europe

How to include SMEs in the transformation process?

- Luc Hendrickx, Director Enterprise Policy and External Relations, UEAPME

11:00 – 11:15 Q&A session with the audience

11:15 – 11:30 Concluding remarks

Emma Argutyan, Secretary General, ECEG

Please register here: http://www.eceg.org/Event_ECEG

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