

EU Luncheon Debate
April 11th, 2018
European Parliament, Brussels

EXECUTIVE SUMMARY



Introductory words by **WIL President Thaima Samman**

Wednesday the 11th of April saw the **WIL Network** come together to meet and discuss ‘**The New Face of Digital Transformation: Artificial Intelligence, the Internet of Things and Blockchain**’ with a focus on how to make users understand and remain comfortable during the transition induced by these cutting-edge innovations, that will be transforming health care, transportation, education and much more.

50 WTP participants, WIL members, Alumni and Guests assembled at the **European Parliament** in Brussels, where we were hosted by **MEP and fellow Board Member Pervenche Berès** for a Luncheon Debate.

Please see [here](#) for more pictures from the Luncheon.



Reimagining the Art of the Possible

The first part of the debate, **'Reimagining the Art of the Possible'**, invited the audience **to stretch their minds and envision new possibilities**, by clarifying the concepts of AI, IoT and Blockchain and revealing their transformative power through concrete examples of the actual applications and solutions of each of these technologies but also of combining them.

Our first speaker, **Pinuccia Contino, Head of the Unit "Product Safety and Rapid Alert System", Directorate-General for Justice and Consumers at the European Commission**, explained the concept of IoT and described the most important advantages such as the potential for advancements in healthcare, environment - and even in understanding the routes of migratory birds! She also discussed the challenges brought about by IoT, such as countering malicious acts that would exploit the new technological advances to create mass problems and threats to people's safety and security.



'IoT can make our devices work smoothly and easily, with better adaptation to the needs of consumers, cities and the overall population.'

Pinuccia Contino, Head of the Unit "Product safety and Rapid Alert System", Directorate-General for Justice and Consumers at the European Commission

Following Pinuccia, **Marina Niforos, President and CEO at Logos Global Advisors and Advisor to IFC/World Bank Group** focused her intervention on the convergence of Blockchain and IoT for Supply Chain Verification and Traceability, highlighting in particular the existing challenges for more transparency and active risk management in global value chains and how Blockchain and IoT can provide a solution: by its intrinsic nature for providing data immutability and automated auditability, blockchain technology, in combination with IoT devices, can provide a cost-efficient mechanism for verifying traceability along the supply chain and one day serve as a platform for machine to machine transactions.

'Blockchain is a major emerging technology with a huge disruption potential for markets and business models. Its convergence with other disruptive technologies, including artificial intelligence and IoT, has been identified by the World Economic Forum as the making of 'the perfect storm' of economic innovation, underpinning a fourth industrial revolution.'

Marina Niforos, President and CEO at Logos Global Advisors and Advisor to IFC/World Bank Group



Antonietta Mastroianni, Senior Vice President IT Development at TDC Group, spoke of the balance and management needed to achieve digital maturity in hybrid environments, stressing in particular that technologies such as 'Ecare' are able to 'reinvent the core' and shift customer communications from call centre to online, allowing for the empowerment of teams and individuals to understand digital expectations and to encourage a digital mindset.



'Digital Transformation is possible through the constant monitoring of customer needs together with the most up to date technologies.'

Antonietta Mastroianni, Senior Vice President IT Development at TDC Group

Benjamin Docquir, Partner at Osborne Clarke, explored the concept of smart cities through examples in the public and private transport sector, sharing opportunities and concrete applications, and further illustrated how public authorities can help in the development and spread of these technologies. As a transition to the second part of the discussion, Benjamin also addressed the concerns of data protection for example with the introduction of the 'BlackBox' in cars and the use of surveillance to monitor mass ground movements in Brussels.

'Data protection policies must be implemented, and they must be used in a responsible way by the companies and organizations collecting mass data'.

Benjamin Docquir, Partner at Osborne Clarke



The role of the EU and public authorities

The second part of the debate focused on the **role of public authorities and of the EU** in accelerating the development of these new technologies and overcoming the related challenges.

Paulina Dejmek-Hack, Member of Cabinet, Financial Advisor of the President of the European Commission, J-C. Juncker, introduced the European Commission's 'FinTech Action Plan: For a more competitive and innovative European financial sector', which was released in March 2018.



'Blockchain and IoT will drastically change the financial sector as we know it. The FinTech Action Plan includes measures that will support the financial industry in benefitting from these technologies, while remaining safe for consumers and investors'.

Paulina Dejmek-Hack, Member of Cabinet, Financial Advisor of the President of the European Commission, J-C. Juncker

Regarding the privacy, safety and security issues that are often synonymous with such technological advancements, **Pinuccia Contino** continued discussions on the current state-of-play of IoT in Europe and the risks associated by giving the example of the privacy and security risks linked to the connected doll Cayla.

'The European Union has a very important role to promote both innovation in business and the values and the ethical framework of Digital Innovation'.

Pinuccia Contino, Head of the Unit "Product safety and Rapid Alert System", Directorate-General for Justice and Consumers at the European Commission



Wrap up

Carrying on tradition, **Dalila Rahmouni, Political Advisor in Digital & Internet Governance, French Ministry of Foreign Affairs** and **participant to the 4th edition of our Women Talent Pool** concluded the Luncheon debate with a wrap up of the discussion and also shared insights into the French government's recent strategy to strengthen the country to become a world leader in artificial intelligence and the related global challenges.



Leaders are constant learners and this event was a great example of the **WIL network** coming together to understand and clarify crucial concepts and societal issues. We look forward to welcoming you all to our upcoming events!

Background Information

See [here](#) for more information regarding the work of the EU Commission for IoT

See [here](#) for Marina Niforos' article 'Beyond Fintech: Leveraging Blockchain for More Sustainable and Inclusive Supply Chains'.

See [here](#) for the European Commission's FinTech Action Plan.

See [here](#) for the French government's recently released artificial intelligence strategy

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