

12th - 16th November 2012

EU INTERNET WEEK



“The first Internet policy focused week in Brussels”

The impact of the Internet and ICT on the everyday lives of European citizens has been unprecedented. Less clear is what the future Internet and digital environment may look like in the EU.

Brought to you by **Forum Europe** and **EDiMA**, **EU Internet Week**TM will explore current and future industry developments and the outlook for Internet-related policies. It will examine the most exciting innovations, challenges, and economic dimensions in areas such as e-commerce and online retail, the “Internet of Things”, ensuring the safety of internet users, in particular children while online, and increasing access to and literacy of the Internet in Europe.

Further details

The power of the Internet, and the role online services can play in facilitating creativity and innovation, while boosting economic growth, is broadly acknowledged. The big question now is how EU policy can bring together member states to capitalise on the potential of the digital environment and the EU’s Single Market. And although there is clearly great potential for stimulating the European economy, online markets in the EU continue to contend with barriers to the growth of online goods and services.

EU Internet WeekTM is being created by Forum Europe and EDiMA with the aim of enabling policy-makers and stakeholders to engage on the key issues affecting the Internet’s development.

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Featured events include:

The 4th Annual Internet of Things Europe

12-13 November, MCE, Brussels

The 4th Annual Internet of Things Europe

will explore the co-existence of real and virtual worlds in everyday life within areas such as health, transport and retail. The event will facilitate debate among stakeholders on how both the public and private sectors need to work together to create an environment for increased innovation, investment and economic growth.

At the time of the event the results from the European Commission's recent public consultation will be available and based on these results the Commission is due next year to release a recommendation on a policy framework for the future management and governance of IoT.

Find out more at www.iiotconference.eu

The 4th Annual European E-Commerce Conference 2012

14 November, Renaissance Brussels Hotel

With the emphasis across Europe turning towards growth, how can policy-makers and stakeholders alike ensure that the potential for e-commerce in Europe is maximised, given that the cost of failure to complete the Digital Single Market before 2020 has been estimated at around €500 billion? Is such a completion likely in this time-scale given the continuing patchwork of national laws and rules? What are the major barriers that need to be overcome and how can a step-change in the development of e-commerce be achieved?

The 4th Annual European E-Commerce

Conference 2012 hosted by EDiMA and EMOTA in partnership with Forum Europe, will focus on how policymakers and e-commerce businesses can increase consumer confidence in the online/digital retail space as a means of increasing competition and driving growth.

Find out more at www.eCommerce-conference.eu

The European Child Safety Online Conference 2012

15 November, Renaissance Brussels Hotel

The European Child Safety Online Conference

2012, organised by Forum Europe and hosted by Microsoft, will discuss opportunities to address the risks that the Internet poses to children in light of the Commission's recently released European Strategy for a Better Internet for Children and other existing initiatives concerning young people and the internet, including the 'CEO Coalition to make the Internet a better place for kids'. The event will also explore current regulatory and technology challenges as well as opportunities to respond in this fast evolving and dynamic environment.

Find out more at www.childsafety-conference.eu

Please check back to the **EU Internet Week™** website regularly for updates.

www.euinternetweek.eu

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