



**13 October 2015**

**20:00 - 22:00**

**DINNER DEBATE**

## **Digital Transformation of Europe's industry and enterprises**

"Industrie 4.0", "Usine du Future", "Smart Industry", "High Value Manufacturing" and "Fabbrica Intelligente" are just a few of the 20 initiatives that exist around Europe to use advanced ICT to transform Europe's industrial heritage and future.

If correctly implemented, this fourth revolution holds huge potential for European businesses and consumers. However, there is a risk that all these national initiatives are fragmented and therefore the potential will not be fully exploited. How can the European level play a role in coordinating and advancing the "Digital Transformation of Industry"? What are the real benefits for European businesses and consumers? These are the questions that Members of the European Internet Forum would like to address during this Dinner Debate.

### **programme- 13th October 2015**

#### **Welcome and introduction:**

Pilar del Castillo, MEP and EIF Chair

#### **Speakers:**

Antti Peltomäki, Deputy Director General DG GROW, European Commission

Carsten Rossbach, Senior Partner, Roland Berger

Alessandro Curioni, Vice President for Research, IBM Europe

Hubertus von Roenne, Vice President of Global Industry Practices, BT Global Services

#### **Exchange of views with participants**

## Speakers



**Ms Pilar del Castillo**

MEP, EIF Chair



**Mr Antti Peltomäki**

Deputy Director General  
DG GROW, European Commission



**Mr Carsten Rossbach**

Senior Partner  
Roland Berger



**Mr Alessandro Curioni**

Vice President for Research  
IBM Europe



**Mr Hubertus von Roenne**

Vice President of Global Industry  
Practices  
BT Global Services

## Venue

European Parliament, Members' Salon, Rue Wiertz 60, Brussels, Belgium



European Internet Forum



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