



02 March 2017

8:00 - 9:30

ROOT

EIF debate with Cisco CEO Chuck Robbins

At this breakfast, Chuck Robbins will discuss the biggest tech trends and global business environment currently shaping the digital industry. He will also share Cisco's experiences working with companies, cities, and countries around the world to enable them to embrace the digital transformation to open up new opportunities for growth, improve lives and help solve some of the world's most challenging issues.

There has never been a better time – but we all have to move with greater speed, and innovate more and faster than ever before. As European policy-makers in Brussels and the capitals are seeking to understand how to accelerate and enable digitisation, this will also be a unique opportunity to discuss first-hand with the business leader of one of the world's leading IT companies the lessons between the practical experience with digitisation and high-level implications for policy development.

About Cisco Cisco is the worldwide leader in IP networking transforming how people connect, communicate and collaborate. Since its inception in 1984, Cisco has been at the forefront of multiple network innovations making the Internet work and helping society securely connect and seize tomorrow's digital opportunity today. This tradition of IP innovation continues with the development of industry-leading products in the core technologies of routing and switching, along with integrated solutions that span network, data center, cloud, security, collaboration and IoT. For over 30 years, Cisco has helped its customers to build networks and automate, orchestrate, integrate, and digitize IT-based products and services. In an increasingly connected world, Cisco is helping to transform businesses, governments, and cities worldwide. Cisco is headquartered in San Jose, California, and strongly committed and invested in Europe. Cisco is partnering with several EU countries to accelerate their digitisation, investing in e.g. smart cities, cyber security and digital skills. They employ thousands of people, have established several R&D and innovation centres in EU countries and have trained more than 1.3 million students through our Networking Academies since its inception in Europe in 1999.

Seats are limited for this debate due to room capacity.

programme- 2nd March 2017

Welcome and introduction:

Pilar del Castillo MEP and EIF Chair

Special Guest:

Chuck Robbins, CEO of Cisco

Exchange of views with participants

([under the Chatham House rule](#))

Speakers



Ms Pilar del Castillo

MEP, EIF Chair



Mr Chuck Robbins

CEO
Cisco

Venue

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



European Internet Forum



secretariat@eifonline.org

[+32 \(0\)2 880 78 80](tel:+3228807880)