



27 September 2017

8:00 - 9:30

BREAKFAST DEBATE

Innovation, mobile commerce and the future of digital retail

Retail is becoming more complex than simply selling goods to customers visiting a store. Digital technology is fundamentally changing the nature of retail. Modern retailers have to make their goods available via websites and mobile apps, run e-commerce websites in parallel with brick and mortar stores, deliver goods to the consumer's front door and be actively present on social media.

Consumers are becoming more demanding and they are now driving change by pushing businesses to provide more innovative, smarter and more personalised products, services and advertising. Consumers expect a seamless experience across all channels, quick and secure payments.

For entrepreneurs, these challenges can be both daunting and rewarding. While some retailers will disappear, some will grow if they can find better ways of reaching out to customers and be better prepared to compete with new and existing market players.

The debate will focus on:

- The trends in e-commerce and multichannel retailing;
- The future of payments and other key technologies;
- Challenges for policymakers in finding the right balance between achieving a high-level consumers trust and a level playing field for entrepreneurs.

programme- 27th September 2017

Welcome and introduction:

Lambert van Nistelrooij MEP and EIF Steering Committee Member

Speakers:

Margriet Keijzer, Head of EU Office, Detailhandel Nederland / Dutch Retail Association

Peteris Zilgalvis, Head of Unit, Start-ups and Innovation, DG CONNECT, European Commission

Matthew Mayo, Vice President, Merchant Business Development, MasterCard

Exchange of views with participants

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

Speakers



Mr Lambert van Nistelrooij

MEP, EPP
European Parliament



Ms Margriet Keijzer

Head of EU Office
Detailhandel Nederland / Dutch
Retail Association



Mr Peteris Zilgalvis

Head of Unit, Start-ups and
Innovation
DG CONNECT, European
Commission



Mr Matthew Mayo

Vice President, Merchant
Business Development
MasterCard

Venue

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



European Internet Forum



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