

DIGITAL CHALLENGERS

Draft Agenda (Status: 21 January 2020)

Venue: JAN 6Q1, European Parliament, Brussels

Hosted by: MEP Eva Maydell

Date & Time: 28 January 2020 & 10:20-11:50 (without networking lunch)

Europe needs competitive digital markets, not least to integrate itself better within the global digital industry. The success of digital companies in Central and Eastern Europe are key to the development of the European economy and regional development. The facilitation of regulatory contexts through better and smarter regulation are key drivers to this end. McKinsey published a report focusing on CEE countries including Bulgaria, Hungary, Poland which are considered Digital Challengers – i.e. those with strong potential for growth in the digital economy. The event will bring together MEPs and CEE digital pioneers to discuss the opportunities and barriers to the digital economy.

10:20 – 10:40 **Welcome Coffee**

10:40 – 10:50 **Welcome by Eva Maydell MEP**

10:50 – 11:50 **Opportunities and barriers for digital companies in CEE**

Panel discussion moderated by Glenn Cezanne, Secretary General EEA

- **Dr. Horst Heitz, Executive Director, SME Connect**
- **Marta Mikliszanska, Head of Public Affairs, Allegro**
- **Attila Rácz, Co-Founder, MagicSolutions**
- **The Kosciuszko Institute (*tbc*)**

12:00 – 13:00 **Networking light lunch (Café Antall)**

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