



# 8<sup>th</sup> Annual Transatlantic Digital Economy Conference

A digital recovery plan for Europe

9.00-11.00 CEST  
Thursday, 1 October 2020

#EUDigitalFuture

## 8<sup>th</sup> Annual Transatlantic Digital Economy Conference

Thanks to our sponsors



## Speaking for American business in Europe

### Who we are

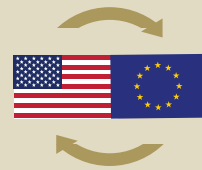
American companies committed to  
and invested in Europe

### What we want

FOCUS AREAS



To build a stronger  
and more united EU



To maintain  
and strengthen  
the **transatlantic**  
relationship

### 5 year vision 2019-2024

AGENDA FOR ACTION

Empowering  
people

Boosting  
the Single  
Market

Leading global  
cooperation

Investing in  
the future

### Our flagship initiatives 2019



Strong EU-US  
Relationship



Future  
of Europe



New EU-UK  
Relationship

# Programme

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8.45 Registration

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9.00 Welcome

- **Susan Danger**, CEO, AmCham EU
- **Maxime Bureau**, Chairman of the Board, AmCham EU and Director for Government Affairs & Sustainability at 3M

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9.15 Keynote address

- **Margrethe Vestager**, Executive Vice-President, A Europe Fit for the Digital Age, European Commission
- Q&A Moderator: **Maxime Bureau**, Chairman of the Board, AmCham EU and Director for Government Affairs & Sustainability at 3M

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10.00

Panel: Investing in Europe's digital recovery and promoting a digital ecosystem for the EU's global competitiveness

- **Dita Charanzová**, Vice-President, European Parliament
- **Thomas Jarzombek**, Commissioner for the Digital Industry and Start-ups, Christian Democratic Union (CDU), Member of the German Bundestag, European Commission
- **Martin Jetter**, Senior Vice President and Chairman, IBM Europe
- **Eva Maydell**, Member of the European Parliament, European Peoples Party (EPP)
- **Anthony Whelan**, Digital Adviser, President von der Leyen's Cabinet, European Commission
- Moderator: **Claudia Selli**, Member-at-Large, AmCham EU Board and Chair, AmCham EU Digital Economy Committee and Executive Director European & Political Affairs AT&T

# Biographies

## Welcome



@AmChamEU\_SDA

**Susan Danger**  
CEO  
AmCham EU

Susan Danger is CEO of the American Chamber of Commerce to the EU (AmCham EU), which speaks for American companies committed to Europe on trade, investment and competitiveness issues. She has full strategic and operational responsibility for the association and represents it externally. AmCham EU is a membership organisation supporting over 150 US corporate companies, international business, and law and consultancy firms in the area of public affairs.

Susan has dedicated her entire career to advancing transatlantic cooperation. She joined AmCham EU in 1995 as Communications Manager, becoming Communications & Operations Manager in 2000. Since 2002 she has been leading the organisation as Managing Director and since 2016 as CEO. In 2003 she oversaw the re-branding of AmCham EU and its separation from AmCham Belgium.

In 2017 AmCham EU was awarded for the fourth time the Trade Association/Professional Body of the Year Award, having previously won the award in 2009, 2012 and 2014.

Susan was named by POLITICO as one of the top 20 women influencers in Brussels in 2016 and 2020.

Susan was elected as Chair of AmChams in Europe (ACE) for the period 2020-2022. AmChams in Europe (ACE) serves as the umbrella organisation for 45 American Chambers of Commerce (AmChams) in 43 countries throughout Europe and Eurasia. She has also served as Vice-Chair (2009-2014) and was a Member of its Executive Committee (2005-2008).

A graduate of the University of Bath, UK, with a BA in European Studies, French and German, Susan's career developed in London in marketing and communications within the tour operation industry, where prior to coming to Brussels she worked for Thomson Tour Operations.

A dual UK and Belgian citizen fluent in English, German and French and conversant in Dutch and Spanish, Susan Danger lives in Brussels with her husband and has three children.



@Maxime\_Bureau

### Maxime Bureau

Chairman of the Board, AmCham EU  
Director for Government Affairs & Sustainability at 3M

Maxime Bureau is Director for Government Affairs & Sustainability at 3M for Europe, the Middle East and Africa. He coordinates 3M public policy engagement and is a member of the 3M operating committee for the region, which leads the company's strategy and day-to-day management.

Prior to joining 3M in 2011, Maxime was Director for Public Policy & Investment, Europe at GE's international headquarters in Brussels, where he was involved in projects in sectors such as energy, water, security, aviation and healthcare.

Maxime also has previous experience with consulting firm Deloitte, where he covered public sector clients across Central Europe while based in Prague (2000-2004). He also worked with the European Commission in the PHARE & TACIS Programmes from 1994 to 1999. He is a graduate of the College of Europe in Bruges, Belgium, as well as of the University of Toulouse, France.



@vestager

### Margrethe Vestager

Executive Vice-President, A Europe Fit for the Digital Age  
European Commission

Margrethe Vestager, is the EU Executive Vice-President designate for the digital area and the Commissioner for Competition. She previously served as Minister for Economic Affairs and the Interior (2011-14) and Minister for Education (1998-2001) of Denmark as well as the President of the ECOFIN Council (2012). She was Political leader of the Danish Social Liberal Party (2007-14) and has worked for the Danish Ministry of Finance (1993-95).

Ms. Vestager holds an MSc in Economics (University of Copenhagen).

## Webinar: Investing in Europe's digital recovery and promoting a digital ecosystem for the EU's global competitiveness



@ClaudiaSelli

Moderator

**Claudia Selli**

Member-at-Large, AmCham EU Board

Chair, AmCham EU Digital Economy Committee

Executive Director European & Political Affairs AT&T

Claudia Selli is the Executive Director for European & Political Affairs and the Head of the Brussels' office of AT&T International External & Regulatory Affairs. Her main task is to advocate AT&T positions in Brussels towards the European institutions as well as in other European Member States, in particular France and Benelux. Claudia is also active in International organizations such as the Internet Corporation for Assigned Names and Numbers where she Chairs the Business Constituency (BC) as well as in Brussels Associations and think tanks, including current service as Board Member and Chair of the Digital Economy Committee in AmCham EU and Board Member of the European Internet Foundation (EIF).

Prior to joining AT&T, Claudia worked at the European Commission's DG Information Society. In the past she also worked in the European Parliament.

Claudia holds a master in International Politics from the ULB University and graduated from "La Tuscia University" in Viterbo, Italy.

AT&T is a global communications and technology company, redefining how you engage with media and entertainment.



@charanzova

**Dita Charanzová**

Vice-President

European Parliament

Ms Dita Charanzová is a Vice-President of the European Parliament from the Czech Republic and Vice-President of the ALDE Party. Elected first in 2014, she is now serving her second mandate within the liberal group Renew Europe. Ms Charanzová completed a doctorate degree from the University of Economics, Prague and graduated from the Diplomatic Academy in Madrid. She is a former diplomat, whose postings included the Czech Permanent Representation to the EU during the Czech Presidency. She has also worked at the Council of Europe.

In the European Parliament Ms Charanzová is the Renew Europe spokesperson for the Internal Market and Consumer Protection Committee and a substitute member in the International Trade Committee. Ms Charanzová was named "MEP of the Year" in the field of Foreign Affairs in the 2016 MEP Awards. She was also among the 20 most influential women that are shaping Brussels politics in 2020, according to POLITICO Europe.



@tj\_tweets

### **Thomas Jarzombek**

Commissioner for the Digital Industry and Start-ups, Member of the German Bundestag  
European Commission

Thomas Jarzombek started an IT service company in 1996 while being a student of Economics, until 2017 he was a partner of the firm.

He has been politically active for more than 25 years, for example as a member of the City Council of Düsseldorf as well as member of the state parliament of North Rhine-Westphalia.

In 2009, 2013 and 2017 he was elected to the German Bundestag.

Thomas Jarzombek is the Chairman of the CDU Düsseldorf and from 2014 until 2018 he was the Spokesperson of the CDU/CSU-parliamentary group in the Digital Agenda Committee of the Bundestag. He also is member of the Committee on Transport and Digital Infrastructure since 2009. As of April 2018, Thomas Jarzombek is the new Federal Government Coordinator of German Aerospace Policy at the Ministry for Economic Affairs and Energy.

In addition to this function, Thomas Jarzombek was appointed as the Commissioner for the Digital Industry and Start-ups in August 2019. His work will focus on dialogue with the stakeholders in the digital sector and with start-ups. He aims to make the digital market even more accessible for start-ups and to improve the policy environment for an international market.



@IBMEuropePolicy

### **Martin Jetter**

Senior Vice-President and Chairman  
IBM Europe

Martin Jetter is Senior Vice-President and Chairman for IBM Europe. In this role, he has responsibility for strategy, execution, business results and client satisfaction for IBM's business across Europe as well as the relationship to the European Union.

Previously, he held the position of Senior Vice-President for Global Technology Services, with worldwide responsibility for Infrastructure Services, which includes Mobility, Resiliency, Systems and Networking service lines, and Technology Support Services.

Martin's prior roles include General Manager of IBM Japan. In this position, he was responsible for all aspects of IBM's business in the region. He also joined the Board of Directors of IBM Japan in April 2012 and continues to serve as Chairman.

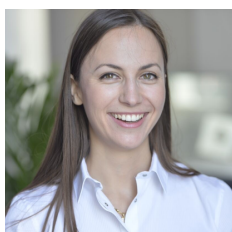
In 2011, Martin was appointed Vice-President of Strategy and General Manager of Enterprise Initiatives for IBM Corporation. He was responsible for IBM Corporate Strategies and the creation and execution of enterprise wide business initiatives.

Previously, Martin served in various additional leadership roles, including General Manager of Product Lifecycle Management, General Manager and Managing Director of IBM's worldwide business with Siemens, General Manager of IBM Business Consulting Services in Central and Eastern Europe, General Manager of Global Business Services in Northeast Europe and General Manager for IBM Germany. Martin also joined the Board of Directors of IBM Germany and IBM Austria and continues to serve as Chairman of the Board.

Martin started at IBM in 1986 as application engineer in an Industrial Branch office in Germany. He holds a master's degree in mechanical engineering from the University of Stuttgart.

Martin is a member of the Supervisory Board at Deutsche Börse Group, which operates the Frankfurt Stock Exchange.

Martin and his wife Veronika reside in Madrid, Spain.



@EvaMaydell

### **Eva Maydell**

Member of the European Parliament  
European Peoples Party (EPP)

Eva Maydell (née Paunova) is a Member of the European Parliament (EPP Group/GERB) and President of European Movement International, the largest organisation of associations and civil societies in Europe.

Maydell's priorities focus on enhancing skills-creation and the use of innovation and technologies, supporting entrepreneurs and investments in Europe. In the European Parliament, she is a member of the Committee on Industry, Research and Energy as well as the Committee on Economic and Monetary Affairs. She is a member of the Delegation for relations with Japan as well as the Delegation for relations with the US.

Eva Maydell is among the most active members of the European Parliament. Currently, she is the EPP rapporteur on the Data Strategy dossier. She was also the main Parliament rapporteur on the Regulation on charges on cross-border payments as well as worked on several legislative files, part of the Digital Single Market Strategy - the e-Privacy Regulation, the Directive for the supply of digital content, the Regulation on portability, Digitising European industry and the European cloud initiative. She was also rapporteur for the EPP Group on the implementation of the European Fund for Strategic Investments, the New Skills Agenda and the Influence of technology on the future of the financial sector (FinTech).

Eva has been awarded the European Parliament's MEP of the Year Award twice. She has also been included in *FT's* own 'New Europe 100' ranking of CEE's emerging change-makers, European *Forbes'* 30 Under 30 list and others.





@EU\_Commission

### **Anthony Whelan**

Digital Policy Adviser

President von der Leyen's Cabinet, European Commission

Anthony Whelan currently works as digital policy adviser in the cabinet (private office) of European Commission President von der Leyen.

He was previously the Director for Electronic Communications Networks & Services at the European Commission since 2013, designing and negotiating EU initiatives on topics such as net neutrality, roaming reform, the revision of the telecoms regulatory framework, and the financing of advanced broadband networks.

A barrister, he has lectured and researched in public law at Trinity College Dublin and has worked as a lawyer at the European Court of Justice and in the Legal Service of the European Commission. Between 2008 and 2013, he was head of the cabinet of EU Commissioner Neelie Kroes in the competition and digital agenda portfolios.



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