



Challenges and Opportunities in a Digitalised World. The Role of Consumer Policy

OPENING CEREMONY Wednesday 14 March 2007

18.00	Registration of participants
19.00	Welcoming address by Gert Lindemann , State Secretary at the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV)
19.05	A Digitalised World: More Power for Consumers?! Prof. Dr. Jo Groebel , Deutsches Digital Institut
19.30	Reception with musical accompaniment
21.30	End of opening ceremony

CONFERENCE Thursday 15 March 2007

09.30	Welcome and Introduction Horst Seehofer , Federal Minister of Food, Agriculture and Consumer Protection
10.00	Keynote address Dr. Meglena Kuneva , Commissioner for Consumer Protection
10.30 - 11.00	Press conference Coffee break
11.00 - 12.00	Block 1: A Digitalised World in Perspective - Visions, Opportunities and Consumer Risks
11.00	„Innovations and Potential of Digitisation (Applications): Industry’s Viewpoint“ Prof. Michael Rotert , eco president
11.30	„Innovations and Potential of Digitisation: Consumer’s Viewpoint“ Jim Murray , Director of the European Consumer’s Organisation

12.00 - 13.30	Lunch break
13.30 - 14.30	Block 2: Digital Technologies in Use
13.30	„Scoring - Data-based Credit Rating as an Asset for Consumers and Industry “ Peter Schaar , Federal Commissioner for Data Protection and Freedom of Information Rainer Neumann , Executive Officer of Schufa Holding AG
14.00	„RFID Chips - Do Industry and Consumers Benefit from this Innovation“ Jörg Pretzel , GSI Germany GmbH Anna Fielder , National Consumer Council (UK)
14.30 - 15.00	Coffee break
15.00 - 16.50	Panel discussion
15.00	„Security in a Networked World“ Prof. Dr. Gerald Spindler , Faculty of Law of the University of Göttingen
15.30	Dorothee Belz , Director Legal & Corporate Affairs, Microsoft Germany Prof. Dr. Hans-W. Micklitz , Chair of the Scientific Advisory Board at BMELV Prof. Dr. Edda Müller , Executive Director Verbraucherzentrale Bundesverband (vzbv) Agne Pantelouri , Director of Consumer Affairs, Directorate- General Health and Consumer Protection Dr. Rainer Metz , Director at BMELV Manfred Zöllmer , Member of the German Bundestag
Facilitator	Petra Schwarz
16.50 - 17.00	Closing statement Dr. Rainer Metz , BMELV

