



The Centre for European Studies (EU Centre of Excellence), Canada-Europe Transatlantic Dialogue, EUNIC (EU National Institutes of Culture) Cluster Ottawa, and the Embassy of France in Canada present:

POLICY WORKSHOP:

**PROMOTING THE DIGITAL ECONOMY:
PERSPECTIVES FROM EUROPE AND CANADA**

Draft PROGRAMME

SEPTEMBER 27 (Friday), 2013

9:00 a.m - 11:45 a.m.

Room 608, Robertson Hall, Carleton University, Ottawa

The European Union has been very active in recent years in taking a dynamic approach to the development of the digital economy, including its cultural and creative industries. The [Digital Agenda for Europe](#) was adopted in 2010, as an integral part of the Europe 2020 strategy, to stimulate the digital economy and to address societal challenges through new information and communications technologies (ICT). As one step in this process, in December 2012 the European Commission adopted seven new priorities for the digital economy and society for 2013-2014. The digital economy is growing at seven times the rate of the rest of the European economy, but this potential is currently held back by a patchy pan-European policy framework which the above-mentioned initiatives are intended to address.

This international workshop will explore digital economy strategies and actions, focusing on similarities and differences between Canadian and European approaches. Practitioners from Europe and Canada will discuss the challenges, opportunities, and economic implications of this important sector.

9:00-9:15 **OPENING OF THE WORKSHOP AND INTRODUCTION: JOAN DEBARDELEBEN** (Director, Canada-Europe Transatlantic Dialogue, Carleton University)

9:15-10:00 **PERSPECTIVES FROM EUROPE**

MEGAN RICHARDS (Director for Coordination, DG Communications Networks, Content and Technology (CONNECT), European Commission)
“The Digital Agenda for Europe, 2020: strategies, priorities and actions”

GILLES BABINET (French multi-entrepreneur and Digital Champion for France to the European Commission)

“The digital economy in France: observations and lessons from my experiences with French companies”

10:00-10:15 COFFEE BREAK

10:15-11:00 PERSPECTIVES FROM CANADA

NAMIR ANANI (President & CEO, Information and Communications Technology Council (ICTC))

“How can Canada maintain a competitive advantage in the global ICT market?”

ANA SERRANO (Chief Digital Officer, Canadian Film Centre, Media Lab)

“Accelerating Canada’s on-screen digital industries: a perspective from CFC”

11:00-11:45 MODERATED DISCUSSION (INCLUDING Q & A)

Moderator: JOHN REID (President & CEO, CATAAlliance)



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