Programme
28 June 2024

from 08:30 **Attendees arrive; welcome coffee**

09:15 – 9:30 **Introductory speech by Olivier Guersent**
(Director General, DG Competition of the European Commission)

09:30 – 11:00 **Panel I on Competition Dynamics in Virtual Worlds**
This panel will include discussions on what the main sources of market power are, what the power map looks like in virtual worlds and what competition dynamics are currently unfolding in relation to virtual worlds. It will investigate, on the one hand, the structure of virtual worlds from enabling technologies through platforms to services and, on the other hand, the role of partnerships and collaboration as well as interoperability between large virtual worlds players and technologies.

Moderator **| Cani Fernández Vicién** *(President, Spanish Competition Authority)*

Speakers **|**

Prof. Fabiana di Porto *(Associate Professor of Innovation Law and Regulation, Sapienza University of Rome and Adjunct Professor of Fintech Law, University LUISS Guido Carli, Rome)*

Joan O'Hara *(Senior Vice President of Public Policy, XR Association)*

Sébastien Massart *(Director of Strategy, Dassault Systèmes)*

Mariana de la Roche *(Member of the Board, INATBA and Director, Validvent)*

11:00 – 11:15 **Short break for coffee**

11:15 – 12:45 **Panel II on Competition Dynamics in Generative AI**
This panel will include discussions on what the main sources of market power are in generative AI; and the competition dynamics currently unfolding in relation to generative AI. It will investigate the role of partnerships and collaboration between large players and AI startups and discuss the best approaches to enabling a healthy competitive environment for AI innovation and deployment, delving into interoperability, open- and closed-source access, and other aspects.

Moderator **| Carlota Reyners Fontana** *(Director of IT and Digital, DG Competition of the European Commission, seconded to the Cabinet of the President of the European Commission as acting Digital Advisor)*

Speakers **|**

Prof. Stefan Wagenpfeil *(Professor of Software Engineering and IT Management, Private University of Applied Science- PFH Göttingen)*

Dominique Costesec *(Senior Competition Counsel, Google)*

Blanche Savary de Beauregard *(General Counsel, Mistral AI)*

Thomas Senderovitz *(Senior VP Data Science, Novo Nordisk)*

12:45 – 14:30 **Lunch break**

14:30 – 16:30 **Panel III Role of Competition Enforcement in Fostering a Competitive Market for Generative AI**
This panel will investigate the role of competition authorities in fostering a healthy competitive environment for AI innovation and deployment to thrive. With many big techs engaging in strategic collaborations or partnerships with providers of foundation models to grow their AI capabilities, either in terms of key assets or engineering expertise, this panel will also seek to identify potential anticompetitive concerns that may arise in this area.

Opening keynote speech of 30 min **| Benoît Coeuré** *(President, French Competition Authority)*

Moderator **| Inge Bernaerts** *(Director Strategy and Policy, DG Competition of the European Commission)*

Speakers **|**

Ana Sofia Rodrigues *(Commissioner and former Chief Economist, Portuguese Competition Authority)*

Alex Stratakis *(Partner, Van Bael & Bellis)*

Sebastiano Toffaletti *(Secretary General, European Digital SME Alliance)*

András Tóth *(Vice President, Hungarian Competition Authority)*

16:30 – 17:00 **Keynote conclusion speech by Margrethe Vestager**
(Executive Vice President, European Commission)

from 17:00 **Drinks / cocktail reception**