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**Rome Conference**

**The Rise of the Data-Driven Economy:  
Implications for Growth and Policy**

**In Partnership with The Center for European Policy Studies and the  
European Privacy Association**

**Hosted by  
John Cabot University**

Wednesday, Oct. 10

6 p.m. Opening Reception & Dinner

Thursday, Oct. 11

8:30 a.m. Welcome Breakfast

Franco Pavoncello, President, John Cabot University — **Confirmed**  
Will Marshall, Progressive Policy Institute — **Confirmed**

9-10:30 a.m. Roundtable 1: **Data-Driven Growth in the United States and Europe**

Suddenly and surprisingly the U.S. economic recovery is being led by the communications sector—smartphones, social media, broadband wireless, big data, mobile applications. The tremendous expansion of data flows is creating domestic jobs and generating economic growth in the U.S., much like the rise of the Internet propelled the tech boom of the 1990s. Will the data-driven economy spread to other parts of the globe? Will countries and regions that restrict data flows be left behind?

Respondents

Michael Mandel, Progressive Policy Institute — **Confirmed**  
James Manyika, McKinsey Global Institute Director — **Confirmed**  
Anthony House, Google — **Confirmed**  
Professor Carlo Alberto Carnevale-Maffe, University of Bocconi, Milan — Invited  
Professor Daniele Pica, John Cabot University — Invited

**10:45 a.m. - 12 p.m. Roundtable 2: What is the Economic Impact of Privacy Regulation?**

Obviously privacy regulations are important in the data-driven economy. Yet if implemented badly, privacy regulations can weaken much of the economic gains from data. This panel will discuss the difference in economic impact from U.S. privacy rules compared to the new European privacy regulations. For example, we'll examine the cross-border data implications of the privacy directive, and the impact on cloud services.

Respondents

Marc Beinhoff, CEO, Salesforce — Invited

Jeff Bruggeman, AT&T Europe — Invited

Peter Hustinx, European Data Protection Supervisor — Invited

Luca Bolognini, Chair of Italian Institute for Privacy — **Confirmed**

Moderator: Pietro Paganini, EPA managing director and JCU Professor in Business Administration — **Confirmed**

12-2 p.m. Lunch:

Keynote

U.S. Ambassador to the European Union William Kennard — Invited

**2:30 - 4:15 p.m. Roundtable 3: Corporate responsibility and data-driven growth: What is the role of ethical data stewardship?**

As we move into the data-driven economy, companies that control and handle increasingly large amounts of personal data are grappling with a new set of issues. On the one hand, it's all too easy to misuse or fail to protect important data, with serious consequences on customers. On the other hand, the lack of corporate responsibility will inevitably bring a government response. This panel will discuss whether ethical data stewardship is good business.

Respondents

Laura A. Fennell, Intuit — Invited

Gabi Zedlmayer, Hewlett-Packard — Invited

Moderator: Chris Kelly — **Confirmed**

7 p.m. Dinner

Speakers

FTC Commissioner Julie Brill — Invited

Neelie Kroes, EU Digital Agenda Commissioner — Invited

Friday, Oct. 12

8:00 a.m. Breakfast

8:45-9:15 a.m. Address: **Internet governance in the data-driven economy**

Keynote

U.S. Ambassador Phil Verveer — Invited

9:15-11 a.m. Roundtable 4: **Internet governance: Economic and political implications**

For the most part the global Internet currently functions as a ‘free trade zone’, with few restrictions on cross-border data flows. This panel will discuss the current debate over Internet governance. Will changing the Internet governance structure have a negative economic impact? What is the link between Internet ‘free trade’ and Internet ‘free speech’, if any?

Respondents

Jacquelynn Ruff, Verizon — Invited

Paul De Hert, Vrije Universiteit Brussel — **Confirmed**

11:15 a.m. -12:30 p.m. Roundtable 5: **Inequality and global competitiveness in the data driven economy**

Does the data-driven economy increase or decrease global inequality? Does the data-driven economy increase opportunities for small businesses or decrease them? Is the data-driven economy going to increase real incomes for most people?

Respondents

Françoise Le Bail, Director General of Justice, European Commission — Invited

Jan Phillipp Albrecht, Member of European Parliament — Invited