



11th Annual Transatlantic Digital Economy
Conference
The geopolitics of technology



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Programme

Welcome and opening remarks

- 14.00 – 14.10
- **Susan Danger**, CEO, AmCham EU

Video address

- 14.10 – 14.15
- **Didier Reynders**, European Commissioner for Justice, European Commission

Europe Fit for the Digital Age: past, present and future

- 14.15 – 14.45
- **Pilar del Castillo**, MEP (EPP, ES)
 - **Danielle Gilliam-Moore**, Director, Global Public Policy, Salesforce
 - *Moderated by* **Thibaut L'Ortye**, Director of Public Affairs, AmCham EU

Panel 1: Cybersecurity conversation

- 14.45 – 15.45
- **Antonio Freitas**, Leader, Public Sector and Sovereign Cloud Chamber of Excellence, Europe, Middle East and Africa, Oracle
 - **Christiane Kirketerp de Viron**, Head of Unit, Cybersecurity and Digital Privacy Policy, Directorate-General for Communications Networks, Content and Technology, European Commission
 - **Andreas Mitrakas**, Head of Unit, Market, Certification and Standardisation, European Union Agency for Cybersecurity (ENISA)
 - **Rohan Singla**, Head of Security and Privacy, ChargePoint
 - *Moderated by* **Catherine Stupp**, Reporter, WSJ Pro Cybersecurity, The Wall Street Journal

Break

- 15.45 – 16.15
- Break**

Keynote remarks

- 16.15 – 16.45
- **Roberto Viola**, Director-General, Directorate-General for Communications Networks, Content and Technology, European Commission

Panel 2: Geopolitics of Artificial Intelligence

- 16.45 – 17.45
- **Juha Heikkilä**, PhD, Adviser for Artificial Intelligence, Directorate-General for Communications Networks, Content and Technology, European Commission
 - **Eva Maydell**, MEP (EPP, BG)
 - **Francesca Rossi**, AI Ethics Global Leader, IBM
 - **Miguel Valle del Olmo**, Digital Transformation Attaché, Permanent Representation of Spain to the EU
 - *Moderated by* **Andrea Rodríguez**, Lead Digital Policy Analyst, EU Digital Agenda, European Policy Centre (EPC)

Closing keynote remarks

- 17.45 – 18.15
- **Jennifer Bachus**, Principal Deputy Assistant Secretary, Bureau of Cyberspace and Digital Policy, US Department of State
 - Followed by a fireside chat with **Susan Danger**, CEO, AmCham EU

Closing

- 18.15 – 19.15
- Networking reception**

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Where hybrid work goes from here

Ridership on public transportation is down more than 30% from pre-pandemic levels. Cafés and bars in urban centres where office workers grab a coffee or a happy hour drink are quiet on Mondays and Fridays, when most hybrid employees work from home.

The global shift to remote and hybrid work is permanent and goes beyond work itself. In its largest workplace study to date, [HP commissioned a global survey](#) of more than 15500 knowledge workers, IT decision makers and business leaders across a range of different industries to better understand the human element behind these changes. Beyond looking at where or how people work, the Work Relationship Index survey seeks to reveal how people *feel* about work today.

The biggest takeaway: The world's relationship with work is strained, and its effects are pervasive, on everything from productivity to personal relationships to mental and physical health.

In areas ranging from skills development to employee well-being, HP's Work Relationship Index reveals a disconnect between what people want from work and what they're experiencing. 69% of knowledge workers say it's important that people are encouraged to prioritise physical and mental well-being above work, but only 23% of that group experience this consistently.

Technology helps employees feel seen and heard, wherever they are.

Technology — at home and at the office — is critical to making hybrid work possible. Secure and reliable internet connections, devices that can move with employees, noise-cancelling technology to minimise distractions, and meeting technology that brings remote and in-office colleagues together seamlessly are all must-haves to minimise frustration and ensure employees can be productive from wherever they are. In HP's survey, only 25% of knowledge workers said they feel confident their company will implement the right tools to support hybrid work. Employers that view technology as an important lever in improving employee engagement not only improve workflows and productivity, but also show employees that job satisfaction, inclusion, agency and well-being at work are core values.

Learn more: [The Work Relationship Index](#)

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Mind the cyber skills gap: preparing for a safe digital future with Cisco

Preparing for an ever-more digital future while ensuring citizens and the workforce have the right skills to embrace this new era of connectivity isn't just a 'nice-to-have', it is essential to both competitiveness and resilience. Yet, the EU faces a shortage of 1 million cybersecurity professionals^[1].

By making 2023 the European Year of Skills, the European Commission has recognised that this is a crucial moment. With the EU's Cyber Solidarity Act and the Cyber Skills Academy, European leaders show the importance of boosting cybersecurity to make Europe more resilient.

At Cisco, we will be doing everything we can to help bridge the cyber skills gap. In March this year, Cisco announced a new goal to train 250,000 people with cybersecurity skills across the EU by mid-2025. This is part of a larger Cisco ambition to upskill 2.6 million people over the next decade in Europe through our Cisco Networking Academy program.

By deploying our massive global network educational institutions and instructors, we have trained over 2.5 million students in Europe alone over the past 25 years.

Examples include Cisco's partnership with the University of Information Technology and Management in Rzeszów, Poland to train 10,000 Ukrainian refugees in the next two years, as well as our collaboration with Randstad to re-skill and upskill 300,000 people in cybersecurity, programming and infrastructure automation.

There are essential considerations to keep in mind when looking to solve the skills gap.

First, skills training must be flexible and easy-to-access. Flexibility means training programs are more inclusive — a requisite to address the gender gap and create a level-playing field for people with disabilities.

Second, certification is important because it makes people more employable. It's about making sure people get the right skills to meet the needs of the market. Cisco certifications are considered a gold standard across the industry and have brought employment opportunities to millions around the world.

Finally, this must be a collaborative effort. Cisco CEO and Chair Chuck Robbins said, "It is the responsibility of leaders in industry, government and academia to work together to equip our communities with the necessary digital skills to compete in the 21st century". Robbins is a member of the US-EU Trade and Technology Council's Talent For Growth Task Force, a transatlantic stakeholders group working to advance public and private initiatives to improve workforce development and competitiveness.

^[1] <https://digital-skills-jobs.europa.eu/en/cybersecurity#:~:text=At%20the%20same%20time%2C%20demand,EU%2C%20and%203.5%20million%20worldwide>