

SPEAKERS – DigitalTalk

THE N(EU) WAY TO ARTIFICIAL INTELLIGENCE Challenges and Perspectives for Southern Europe

Google Meet, 8 July 2020, 9:30 – 11:00 CEST

Stefano DA EMPOLI, President, I-Com

Stefano da Empoli is the President and principal policy analyst at I-Com (Institute for Competitiveness), a think tank based in Rome and Brussels. He also adjunct professor of Economics at Roma Tre University. He is a member of the Italian Government High-level Expert Group on Artificial Intelligence and the European AI Alliance. Stefano published many essays and articles on digital issues, such as artificial intelligence, innovation policy, broadband, 5G, cloud computing, digital platforms. His latest book is “Artificial intelligence: last call”, published by Bocconi University Press in 2019. He has also undertaken study and consultancy assignments for Italian and international public institutions, including the Senate of the Republic, the Department for EU Affairs, OECD, leading companies and non-profit organizations.

Aggelos TSAKANIKAS, Scientific Advisor, IOBE – Foundation for Economic & Industrial Research

Aggelos Tsakanikas is a Research Fellow, heading the Entrepreneurship Observatory, at the Foundation for Economic and Industrial Research (FEIR/IOBE), the leading private think tank for economic research in Greece. He’s also an Associate Professor, Director at the Laboratory of Industrial and Energy Economics (LIEE), National Technical University of Athens (NTUA) in the field of Economic Evaluation of Technology, Innovation and Entrepreneurship Systems. His main research interests and most of his published work are in the area of firms’ technology strategy, business strategy, innovation economics, entrepreneurship and related public policies. In the context of his research activity has been involved with numerous sectoral studies, studies on entrepreneurship and competitiveness, as well as studies on information society. Aggelos has also participated in various European projects in the area of innovation studies, socioeconomics research and information society. He teaches at the business administration postgraduate programme “Athens MBA” and he is a member of the Greek team that participates in the IMD World Competitiveness Yearbook. He has served as Vice chairman of the Hellenic Industrial Property organization (Greek Patent Office) from 2017 to 2019.

Tirso VIRGÓS VARELA, Researcher, EsadeGeo

Tirso Virgós Varela is a researcher at the EsadeGeo-Center for Global Economy and Geopolitics (Madrid), where he analyses the impact of Artificial Intelligence on geopolitics, as well as economic statecraft policies. Previously, he was a teaching assistant of History of Political Ideas at the University Carlos III of Madrid, a research assistant at the University of Oxford, and a junior policy advisor at the Spanish Congress of Deputies. He holds a masters' degree in European Politics and Society by the University of Oxford, and his academic interests include political liberalism, the effects of political and affective polarization, and the internal organization of national and international actors.

Roberto LISCIA, President, Netcomm

Roberto Liscia is President of Netcomm, the Italian Ecommerce Association. His competencies are focused on corporate strategy, organizational change, business, international development and industrial reorganization. He launched in the past years three initiatives in the ecommerce business (one in the online insurance market, one in the online distance learning and one content management for web merchants) and he is actually involved in giving ongoing direct managerial support to two startups. He is a Professor of Industrial Marketing at the Milan Polytechnic University, a member of the Steering Committee of Assinform - the national association of IT companies, President of Netcomm, the Italian Ecommerce Association and Executive Board member of Ecommerce Europe. After graduating in Nuclear Engineering at the Turin Polytechnic University, he obtained a Master in Business Administration at the Insead in Fontainebleau. He developed a long managerial experience in the Fiat Group, at Banca Nazionale del Lavoro, and at Arnoldo Mondadori Editore, with leading positions in the fields of strategic planning, marketing, and development of international initiatives. He then became a management consulting Partner for the Strategy area of PricewaterhouseCoopers. He authored a number of works dealing with the multimedia and ecommerce issues.

João CASTRO, Head of Digital Experience Lab and Professor, Nova School of Business and Economics

João Castro is Associate Professor (Affiliate) at Nova School of Business and Economics, where he teaches in master and executive programs. He is also Academic Supervisor of the Digital Experience Lab. João has served extensively in industry, leading and managing innovative technology projects such as the first website designed for broadband in Portugal, the world's first fully contactless

ticketing system for multi-modal public transportation and the deployment of wifi and online services for the entire academic community in Portugal, including the first nation-wide implementation of federated network authentication for academics (eduroam). Among other projects, he also contributed to the pilot program in electronic voting in Portugal. After concluding the Ph.D in Engineering Systems at MIT, he spent a short time at Stanford University as a post-doc with the Center for Design Research and later was the director of disruptive innovation for a leading FMCG beverage company.

Cinzia GUIDO, Chief Operating Officer & Senior Digital Adviser, Confindustria EU Delegation

Cinzia Guido is Chief Operating Officer and Senior Digital Adviser at the EU Delegation of Confindustria (main Italian business Federation). She is responsible for advocating Confindustria's position on Digital Economy vis-à-vis the EU institutions and within the EU business community. She conducted advocacy activities on several crucial fields, among others: Digitisation of Industry, Privacy, E-Commerce, Cybersecurity, Data Economy, Platform economy, A.I. She is member of the World Manufacturing Foundation's Steering Committee and of the trilateral cooperation Germany-France-Italy on Industry 4.0. She is staff member of Digit@lians. She owns a degree in Industrial Production Engineering (gained with 110/110 cum laude at the Polytechnic of Turin) and a Master Degree in Technology and Industrial Production (a double degree programme of the Polytechnic of Turin and the Universitat Internacional de Catalunya, Barcelona). Her dissertation "Banco Espírito Santo: Bank Capital Structure", was published by Lap Lambert Publishing House in 2013. Her past work experiences include two internships as Financial Analyst in the Investment bank division of Lehman Brothers (Apr.08/Jul 08) and Morgan Stanley (Oct 08/Apr 09), and a Blue Book Internship at the EU Commission (Sep 10).

Evangelia KEKELEKI, Secretary-general of the Greek Consumer Protection Centre (KEPKA)

Ms. Evangelia Kekeleki has been a member of the EESC since 2010. She is a member of the Diversity Europe Group of the EESC. She is vice president of TEN Section of EESC. She is Secretary-General of the Greek Consumers' Protection Centre (KEPKA). Her areas of specialty are: consumption poverty, over indebtedness, consumers' education, consumers' rights, food safety, and product and services safety. She was for years member of ECCG. She represents KEPKA at BEUC, at TACD and many other national, European and international bodies.

José Luis ZIMMERMANN, Director General, Asociación Española de la Economía Digital

José Luis Zimmermann is Director General at Asociación Española de la Economía Digital (Adigital), as well as Director General at Confianza Online. He is a member of the Board of Directors of

Autocontrol and Ecommerce Europe. José Luis is a faculty member at several universities and business schools. He has professional experience in multinationals such as Siemens and American Standard, and has contributed to leading media outlets such as ABC and Bloomberg. He has a Bachelor's degree in Economics from Universidad Autónoma de Madrid, and a Master's degree in Journalism from Universidad Complutense.

Oscar FERNANDEZ, Senior Researcher, EsadeGeo

Óscar Fernández is senior researcher at the EsadeGeo-Center for Global Economy and Geopolitics (Madrid-Barcelona). His research and publications pivot around digital regulation, international security, great power relations, and global governance. Prior to joining Esade, Óscar worked at the World Health Organization's Barcelona Office for Health Systems Strengthening, and at Public International Law and Policy Group in Sarajevo. His research has been published by peer-reviewed journals (e.g., Health Policy), as well as by leading academic institutions (e.g., University of Barcelona, University of Fribourg). Moreover, his articles have featured in prominent media outlets, such as Project Syndicate and El País.

Javier Solana, Presidentm EsadeGeo

Javier Solana is president of ESADE Center for Global Economy and Geopolitics (Barcelona-Madrid), distinguished fellow in Foreign Policy at Brookings, senior fellow at the Hertie School of Governance (Berlin), chairman of the Aspen Institute Spain, and advisor to the Institute of Modern International Relations of Tsinghua University. He is also member of the board of the International Crisis Group, the European Council on Foreign Relations, Criteria Caixa, La Caixa Banking Foundation, the Council on Foreign Relations, the Munich Security Conference, and the International Advisory Board of BP. In addition, he is visiting professor at the London School of Economics, where he was awarded an honorary degree in December 2010, and Fisher Family Fellow at Harvard University's Belfer Center. He is the former secretary general of NATO, European Union high representative for common foreign and security policy, and secretary-general of the Council of the European Union.