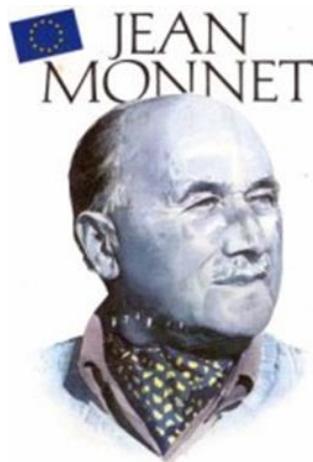




## **FINAL ROUNDTABLE CONFERENCE**

### **Jean Monnet Centre of Excellence**

Consumers and SMEs in the Digital Single Market (Digi-ConSME)



*Alma Mater Studiorum, University of Bologna*

Sala Ardigò, 1<sup>st</sup> floor, Palazzo Ercolani, Strada Maggiore 45

2-4 February 2023

Consumers and SMEs in the Digital Single Market (**Digi-ConSME**) is the name of the Jean Monnet Centre of Excellence that has been awarded by the European Commission to the Department of Sociology and Business Law of the University of Bologna.

A Jean Monnet Centre of Excellence is a focal point of competence and knowledge on European Union studies. It is awarded to outstanding research groups that have a visible societal impact and do pioneering research at international level.

Consumers and SMEs are at the centre of the European project. They are the engine of the EU economy. The digital revolution and technologies are transforming the economy and social relations across the world, posing unprecedented regulatory challenges, and undermining existing legal frameworks and principles. Digital technologies present opportunities and risks for both SMEs and consumers. Fundamental rights and other economic rights are involved (e.g. data protection, ownership and property, contracts). The EU Digital Single Market attempts to remove regulatory barriers and move from national markets to a single EU market. Regulation plays a pivotal role in the creation of a EU single market fit for a sustainable digital economy, ensuring an optimal economic and social balance. Within this framework, how are SMEs and consumers affected? What are the challenges and risks ahead? What regulatory environment should provide for a right balance between economic exploitation, social justice and the protection of established rights? How should the law of innovation look like and what is the role of the EU?

How it is decided what the rules are is one of the most important issues facing policymakers today.

The Jean Monnet Centre of Excellence Digi-ConSME aims at giving support, visibility and enhanced impact to several academic activities in this critical area of EU integration. It positions SMEs and consumers at the centre of the digital ecosystem, bearing in mind that innovation should serve humankind, not vice versa, nor it is not a goal per se. This is particularly relevant in the current state of events, where the technological curve has gone up steeply with the development of disruptive artificial intelligence, databases, data lakes, distribution ledgers, algorithms and other intelligent systems that make use of big data as their essential fuel. These digital technologies place public policy and law making at a crossroad.

Prof. Federico FERRETTI  
Director

If you have any question regarding the event, please feel free to contact us at:  
[f.ferretti@unibo.it](mailto:f.ferretti@unibo.it)

**Thursday 2 February 2023 (day 1)**

12:00 Registration and Welcome

13:00 pm Lunch

14:30 Introduction (Prof. Claudia Golino and Prof. Stefano Zunarelli, University of Bologna)

14:45 Presentation of DigiConSME and activities (Prof. Federico Ferretti, University of Bologna)

15:15 Keynote Consumers (Prof. Hans Micklitz, European University Institute) + Q&A

16:15 - 16:30 Coffee break

16:30 - 17:30 Keynote SMEs (Prof. Robin Jarvis and Prof. Dani Saghafi, Brunel University London) + Q&A

**17:30 END DAY 1**

**19:30 Restaurant *Parlor*, via Cartoleria 12/a**

**Friday 3 February 2023 (day 2)**

9:00 - 10:30 Presentations of publications in our Special Issue 1 "Consumers in the Digital Single Market" (Prof. Carvalho Jorge Morais, Prof. Lodder Arno, Prof. Sartor Giovanni, Dr. Lagioia Francesca, Dr Galli Federico, Prof. Paglietti Maria Cecilia, Prof. Montagnani Maria Lilla, Dr. Paulesu Carolina, Prof. Van der Sloot Bart)

10:30 - 11:00 Coffee Break

11:00 - 12:15 Presentation of book "SMEs in the Digital Era: Opportunities and Challenges of the Digital Single Market", Edward Elgar Publishing (Prof. Tagliaventi Maria Rita, Prof. Carbonara Emanuela, Prof. Carli Giacomo, Prof. de Vita Luisa, Prof. Kasimati Aikaterini)

12:15 - 12:45 Presentation of the thematic PhD (Lorenzo Ferruzzi, University of Bologna) on SMEs in the Digital Single Market

13:00 - 14:30 Lunch

14:30 - 15:20 EU Commission (Elena Brolis, Team Leader, DG Justice and Consumers) + discussion

15:20 - 16:20 Consumer Representative (Kasper Drazewski, BEUC) + discussion

16:20 - 16:40 Coffee Break

16:40 - 17:30 SMEs Representative (Luc Hendrickx, SMEunited) + discussion

**17:30 END DAY 2**

**19:30 Restaurant *C'era una volta*, Via d'Azeglio, 9**

### **Saturday 4 February 2023 (day 3)**

10:00 - 11:15 Consumers and SMEs: Intellectual Property issues - Keynote (Prof. Eleonora Rosati, Stockholm University)

11:30 - 12:30 DigiConSME presenters (Prof. Irene Calboli, Texas A&M University and Prof. Maurizio Borghi, University of Torino)

**12:30 END OF EVENT**

12:40 Lunch

#### **Discussants/Commentators (in alphabetical order):**

Borghi Maurizio (University of Torino), Brolis Elena (European Commission), Calboli Irene (Texas A&M University), Canepa Allegra (Statale University of Milan), Carli Giacomo (Open University), Carvalho Jorge Morais (Nova School of Law), Cherednychenko Olha (University of Groningen), De Elizalde Francisco (IE University), De Vita Luisa (La Sapienza University Roma), Dnes Stephen (Northeastern University London), Drazewski Kasper (BEUC), Federico Ferretti (University of Bologna), Galli Federico (University of Bologna), Hendrickx Luc (SMEunited), Kasimati Aikaterini (Agricultural University of Athens), Ismail Noriswadi (IAPP European Advisory Board Member and Breakwater Solutions LLC), Jarvis Robin (Brunel University London), Lagioia Francesca (University of Bologna), Lee Nari (Hanken School of Economics), Levi-Faur David (The Hebrew University of Jerusalem), Lodder Arno (Vrije Universiteit Amsterdam), Macchiavello Eugenia (University of Genova), Mattassoglio Francesca (Milano Bicocca University), Mazziotti Giuseppe (Católica Global School of Law), Micklitz Hans (European University Institute), Montagnani Maria Lilla (Bocconi University Milan), Ortino Matteo (University of Verona), Paglietti Maria Cecilia (Roma Tre University), Panezi Argyri (IE University), Paulesu Carolina (European University Institute), Petkoff Peter (Brunel University London and Oxford University), Quintanar Diez Manuel (Universidad Complutense de Madrid), Rosati Eleonora (Stockholm University), Saghafi Dani (Brunel University London), Sartor Giovanni (University of Bologna and European University Institute), Tagliaventi Mariarita (University of Bologna), Tovo Carlo (European Court of Justice), Van der Sloot Bart (Tilburg University)

**Organiser:** Prof. Federico Ferretti

**Scientific Committee:** Prof. Federico Ferretti, Prof. Maria Rita Tagliaventi, Prof. Irene Calboli, Prof. Maurizio Borghi