

# CULTURAL DIVERSITY AND EUROPE 2020



NUISANCE

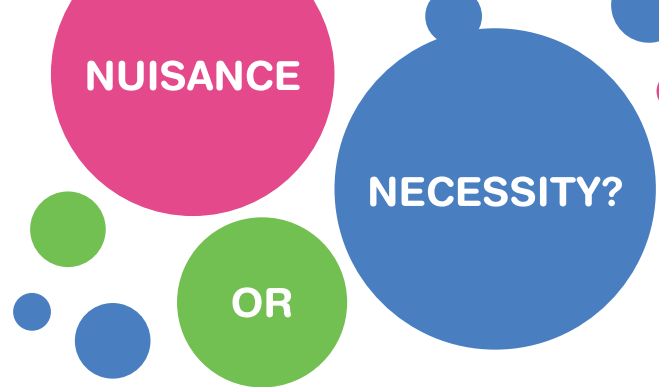
NECESSITY?

OR

CONFERENCE / 26 JANUARY 2011 / MUSICAL INSTRUMENTS MUSEUM / BRUSSELS

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# CULTURAL DIVERSITY AND EUROPE 2020



## WELCOME!

The European Commission is shortly to present a number of initiatives to regulate the creative industries and online markets. Part of its recently-launched Digital Agenda, the initiatives will have to respect the Cultural Diversity principle.

The fifth annual high-level EUobserver conference in Brussels will ask the following:

How will European Cultural Diversity contribute to the Europe 2020 Strategy?

How is it possible to create an internal market for creative products while at the same time helping Cultural Diversity to flourish

What should be in the commission's upcoming framework Directive on collective rights management?

The conference will bring together stakeholders, law-makers and experts from the EU institutions, member states and academia to speak to an audience of over 200 people from the creative industries in Europe.

DATE	26 JANUARY 2011
TIME	13:30 – 18:30
VENUE	MUSICAL INSTRUMENTS MUSEUM, BRUSSELS
REGISTRATION	<a href="http://CONFERENCES.EUOBSERVER.COM">CONFERENCES.EUOBSERVER.COM</a>



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## PROGRAMME

- 13:00–13:30 **DOORS OPEN**
- 13:30–13:35 **WELCOME**
- 13:35–14:00 **KEYNOTE SPEECH, Q&A**  
*Music Rights Licensing, an American perspective*  
**RONALD GERTZ**  
Chairman and Founder, Music Reports
- 14:00–14:30 **KEYNOTE SPEECH, Q&A**  
*How will European Cultural Diversity contribute to the Europe 2020 Strategy?*  
**PHILIPPE KERN**  
KEANET
- 14:30–15:30 **PANEL DEBATE**  
*How is it possible to create an online internal market for creative products while at the same time helping Cultural Diversity to flourish?*  
**DORIS PACK**  
MEP, Group of the European People's Party (Christian Democrats),  
Chairman of the European Parliament's Culture and Education committee.
- PANEL**
- WILLIAM BUSH**  
Director of Communications and Public Affairs, Premier League
- KOSTAS ROSSOGLOU**  
Legal Officer, BEUC
- MODERATOR: DR. SASKIA HORSCH**  
Director, Cambre Associates
- 15:15–16:00 **COFFEE BREAK**
- 16:00–16:30 **KEY-NOTE SPEECH AND PANEL DEBATE**  
*What should be in the commission's upcoming framework Directive on collective rights management?*  
**PETER SCHØNNING**  
Lawyer and copyright expert, chairman of the Danish AntipirateGroup
- 16:30–17:30 **PANEL DEBATE**  
**PETER WEBER**  
Chairman of the European Broadcasting Union (EBU) Legal and Public Affairs Committee
- PANEL**
- CHRISTIAN HAUPTMANN**  
Deputy General Counsel of RTL Group and representing the Association of Commercial Television in Europe (ACT)
- KERSTIN JORNA**  
European Commission, Internal Market and Services, Acting Head of Cabinet
- RICK FALKVINGE**  
Leader and founder of the Swedish Pirate Party
- MODERATOR: LISBETH KIRK**  
Editor-in-Chief, EUobserver
- 17:30–17:45 **CLOSING INPUT FROM AUDIENCE**
- 17:45–18:30 **RECEPTION**