



# 5th GENEVA BUSINESS DIALOGUE ROUNDTABLE REGULATORY POLICY IN A CHANGING WORLD

**Geneva, 28 October 2019**

## Venue

**The Graduate Institute Geneva  
Maison de la Paix, International Conference Centre, C1, Pétale 5  
Chemin Eugène-Rigot 2, Geneva**

Dear Sir or Madam,

ICC Switzerland is the Swiss National Chapter of the International Chamber of Commerce, founded in 1919 with the objective of strengthening global prosperity and development through trade and investment.

To stimulate and facilitate the exchange with international organisations and the respective diplomatic representations in Geneva, ICC Switzerland continues its Geneva Business Dialogue with a series of high-ranking roundtables. We are pleased to invite you to the fifth of such discussions, on the topic of “regulatory policy in a changing world”. How can we address the potentially conflicting aspects of digital transformation, consumer protection and innovation in an era of increasing nationalism and protectionism?

The event is aimed at representatives from international organisations in Geneva, from the diplomatic representatives and from companies or business organisations in Switzerland and other countries. Please feel free to forward this invitation to a colleague in your organisation but be aware that the audience will be limited to facilitate a fruitful discussion. Participation will be confirmed.

Yours sincerely,

Thomas Pletscher  
Secretary General

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# Regulatory Policy in a Changing World

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The Fourth Industrial Revolution and Digitalization are reshaping everyday lives across the globe, bringing new solutions to many of our greatest challenges. But new technologies also pose a dilemma for governments and regulators.

- How do you find the best balance between strict government oversight to protect consumers with the need to encourage swift uptake of tools that could benefit society at large?
- Digitalization is disrupting all sectors of the economy while bringing enormous benefits. How can national Governments and regulators navigate in this fast-paced environment? What role can international organisations play?
- How can we reduce the potentially harmful impact of new technologies and digitalization without stifling innovation and development?
- Can self-regulation "bridge the gap" in environments lacking global rules and enforcement?

**18:00**

Registration and welcome drinks

**18:30**

Opening remarks

Thomas PLETSCHER, Secretary General, ICC Switzerland

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**18:40**

## **Panel discussion with participation from the audience**

- Miguel AMARAL, OECD

- Jean-Yves ART, Senior Director, Strategic Partnerships, Microsoft

- Marcela BLIFFELD, Senior Legal Counsel, Nestlé SA

- Teresa MOREIRA, Head Competition and Consumer Policies Branch Division on International Trade and Commodities, UNCTAD

- Luisa MENEZES, Vice President, Regulatory Frameworks & Policy, Philip Morris International

Moderated by:

Nikolaus SCHULTZE, Director of Policy and Global Affairs, International Chamber of Commerce, Paris

**19:40**

Closing remarks

Vincent SUBILIA, Director General, Geneva Chamber of Commerce, Industry and Services

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**19:45**

Apero riche