

**14 November 2018** *European Parliament, JAN building, meeting room JAN04Q2*

## "It's smart, but is it safe?"

**Joint OECD-EC conference on IoT, AI and product safety**

08:00	Registration of participants and coffee
09:00	<b>Opening</b> <b>Pinuccia Contino</b> , <i>Head of Unit "Product Safety and Rapid Alert System", DG JUST, EC</i> <b>Yasuko Iwai</b> , <i>Chair, OECD Working Party on Consumer Product Safety</i>
09:15	<b>PANEL 1: Introduction to the IoT and AI technologies</b> <p>The discussion will describe the key elements of each technology, how they are increasingly being combined, the process followed by businesses to design their consumer products around them, how traditional products are changing through these technologies. It should highlight how new technologies have become part of consumers' everyday life and need for consumer education on ways to use such products in a safe and secure manner.</p> <p><b>James R. Hairston</b>, <i>Head of Public Policy, Oculus</i>  <b>Isabella De Michelis</b>, <i>CEO and founder, High Pulse GmbH, Switzerland</i>  <b>Frédéric Donck</b>, <i>Director European Regional Bureau, Internet Society</i>  <b>Robert Moskovitch</b>, <i>Head of Complex Data Analytics Lab, Ben Gurion University, Israel</i></p>
10:30	Coffee break
10:50	<b>PANEL 2: IoT and AI opportunities for product safety</b> <p>The discussion will aim to provide concrete examples of IoT/AI benefits for product safety. These may include:</p> <ul style="list-style-type: none"> <li>- Enhanced product safety through improved product features and performance over time</li> <li>- Remote fixing of product defects through software updates</li> <li>- Using the IoT and AI to alert consumers about a product safety issue</li> <li>- Remotely making consumers to stop using an unsafe product</li> </ul> <p><b>Martyn Allen</b>, <i>Technical Director Electrical Safety First, United Kingdom</i>  <b>Francesco Regazzoni</b>, <i>Researcher, ALaRI Institute of University of Lugano, Switzerland</i>  <b>Cornelia Kutterer</b>, <i>Senior Director, EU Government Affairs, AI &amp; Privacy and Digital Policies, Microsoft</i>  <b>Pierre Chalançon</b>, <i>Chair of the BIAC Consumer Task Force</i></p>
12:00	Lunch
13:30	<b>Presentation: "Kettles and kids toys, how safe is the IoT in our house? – Live Hack"</b> <b>Mark Harrison</b> , <i>Consultant, Pen Test Partners</i>

*Interpretation: FR-DE-EN-JA-ZH*

14:00

### PANEL 3: IoT and AI challenges for product safety

Focus will be made on key emerging product safety risks for consumers, which may be the result of the following problems, and vulnerabilities:

- Software defects resulting in a defective product
- Digital security issues affecting the safety of a product
- Evolving nature of the connected products and AI powered products through its lifecycle while already in consumers hands

**Monique Goyens**, *Director-General BEUC*

**Tsuneo Komatsuzaki**, *JEITA/Chair Person of Smart Home Cyber-Security Working Group, Advisor of CEO, SECOM Co. Ltd Japan*

**Marcello Manca**, *VP, Government & Industry Affairs, EU, A.D. UL Italy*

15:10

### Coffee break

15:30

### PANEL 4: The way forward – policy discussion

The panel will examine the main policy issues that policy makers are exploring or could look into in the near future, at domestic, regional and international levels. Stakeholders will explain what they are doing to address these issues, the obstacles they are currently facing, and the specific role that may be played by regulators and the OECD to help address the risks.

**Travis L. Norton**, *Technical Director Electronics and Smart Products, International Federation of Inspection Agencies*

**Apostolos Malatras**, *Network and Information Security Expert, ENISA - European Union Agency for Network and Information Security*

**Amanda Long**, *Director, Consumers International*

**Cinzia Missiroli**, *Director Standardization & Digital Solutions, CEN and CENELEC*

**Rod Freeman**, *Partner at Cooley LLP*

### Debate with the audience

*Lead discussants:*

**Mitsuki Nakamura**, *Section chief of policy planning of product safety division, Ministry of Economy Trade and Industry, Japan*

**Neville Matthew**, *General Manager, Consumer Product Safety Branch, Australian Competition & Consumer Commission (ACCC)*

17:30

### Closing

**Diana Madill**, *Moderator*

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This conference is a contribution to the OECD Going Digital project which aims to provide policymakers with the tools they need to help economies and societies prosper in an increasingly digital and data-driven world.

For more information, visit [www.oecd.org/going-digital](http://www.oecd.org/going-digital)  
#GoingDigital





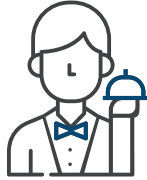
## Conference venue (1)

European Commission  
Conference Centre Albert Borschette (CCAB)  
Meeting room AB-0A  
Rue Froissart 36, 1040 in Brussels, Belgium  
Metro « Schuman » (lines 1 et 5)  
Train station « Schuman » or « Luxembourg »



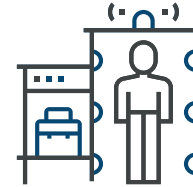
## Conference venue (2)

European Parliament  
Meeting room JAN04Q2  
JAN building  
Rue Wiertz 60, 1047 Brussels, Belgium  
Metro « Trône » (lines 2 and 6) or « Maelbeek » (lines 1 and 5)  
Train station « Luxembourg ».



## Catering & Social Events

Coffee breaks and a buffet lunch will be offered during the conference. The Product Safety Networking Dinner is organised at the Concert Noble on the evening of 13 November 2018.



## Security

We kindly invite you to arrive well in advance to allow sufficient time for the usual security checks at the entrance of the meeting room areas. Please note that all bags, including suitcases, will be scanned and that you must keep them next to you during the event.



## Local Information

For more information on the COUNTRY and CITY, please visit the website: <https://visit.brussels/en/>



## Recording, photographing and filming

Most events will be recorded and parts may be photographed or filmed. Your participation in these events implies your acceptance to be recorded, photographed and filmed.

