

Event Invitation



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Where Europeans & Americans Connect to do Business

WEBINAR

The EU's New Tech Rules and Transatlantic Business What do you Need to Know and How Should you Prepare?

September 28, 2022

EVENT DETAILS:

10.00AM EST / 3.00PM BST /
4.00PM CET

LOCATION:

Your connected device

REGISTRATION FEE:

EACC Member: Free
EACC Non-Member: Free

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Do you remember the EU's GDPR and its extra-territorial impact on companies based outside of Europe?

The EU's Digital Services Act (DSA) and Digital Markets Act (DMA), together, will form a single set of new rules that will be applicable to online intermediaries and digital platforms in the EU. These rules will also apply to online intermediaries and companies established outside of the European Union offering their services in Europe. They are scheduled to come into force in 2024 - or sooner for some type of companies - and might impact you.

Are you a US company already offering online services or products to clients in the EU? Are you considering expanding your online business to Europe? Are you a start-up or scale-up still developing your business model with an eye on Europe?

Don't be caught unprepared!

Join us to find out what type of businesses/services/products will be covered by the DSA-DMA Package, what you need to know to anticipate on these new rules and how to build them into your business model.

Topics to be addressed

- What are the DMA and DSA?
- Which online services will be impacted and what type of companies should be concerned?
- How will the DSM and DMA fit into the EU's array of tech legislation alongside the 2016 General Data Protection Regulation?
- What role will the EU/US Trade & Technology Council have with regard to the implementation of these rules and their impact on US companies?
- What routes might the U.S. take as it considers similar regulations on tech companies?
- What concretely can you do to prepare and what is the timeline?



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SPEAKERS

- **Lucinda Creighton**, CEO Vulcan Consulting Ltd.
- **Peter Fatelnig**, Minister-Counsellor for Digital Economy Policy – EU Delegation in Washington DC
- **Francesco Liberatore**, Partner – Squire Patton Boggs
- **Alan Sutin**, Chair of the Technology, Media & Telecommunications Practice and Senior Chair of the Global Intellectual Property & Technology Practice – Greenberg Traurig [**Moderator**]

SPEAKER BIOGRAPHIES



Lucinda Creighton CEO of Vulcan Consulting Ltd, is a barrister, qualified New York attorney, former Irish Minister for European Affairs and Member of the Irish Parliament. As Minister for European Affairs she represented Ireland in key negotiations on Ireland's EU/IMF bailout, leading to a reduction in interest rates and the extension of Ireland's repayment schedules. She has extensive knowledge of the EU bureaucratic infrastructure and regulatory system.

As CEO of Vulcan Consulting, she works closely with CEOs and senior management teams to assist them in understanding and navigating the political, policy and decision-making environment in Europe and Ireland. A regular keynote speaker at industry sponsored events and roundtables, Creighton also advises firms on political engagement. Since June 2016 she has worked with several corporate clients on Brexit contingency planning, particularly in the fields of banking and asset management. She is in high demand in the United States and across Europe to speak at conferences and to provide in-depth briefings on EU and Irish political and regulatory changes.

During Ireland's Presidency of the Council of European Union, Creighton led negotiations with 28 Member States on the €960 billion EU Budget, as well as representing the continent in bilateral trade discussions in the United States, leading to the start of formal TTIP negotiations. She was also involved in the negotiations between the Commission, Council and Parliament on the MiFID II Regulatory Framework.

She also served for three years as Vice President of the European People's Party (EPP) alongside a number of EU Commissioners and other Ministers.

Lucinda maintains a deep interest and expertise in Foreign Policy issues. She is an Advisory Board member of the Washington DC based International Republican Institute (IRI) as well as being an active Council member of the European Council on Foreign Relations (ECFR). The ECFR comprises many former and serving Prime Ministers, Ministers, EU Commissioners and leading academics.



Peter Fatelnig is Minister-Counsellor for Digital Economy Policy at the [Delegation of the European Union to the United States](#) and resides in Washington DC since 2018. Since then, digital economy policy became a top-priority in the EU-US relations. He is instrumental in defining the US relations in the [Trade & Technology Council](#), drives the US narrative on European key policies such as the [Digital Services Act](#) or on [AI](#). A senior manager at the [European Commission](#) since 1998 he is committed to a positive European vision of a society and economy increasingly driven by technology. Prior to the EU he worked on international assignments for the strategy consulting firm [American Management Systems](#), and for the [European Space](#)



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[Agency](#), in the Netherlands. Peter holds a Master degree in Communication Engineering from the [University of Technology in Graz](#), Austria, is a senior member of the [IEEE](#) and alumni of the '93 class of the [International Space University](#). He is married and has raised two daughters.

The EU Delegation was first established in Washington, DC in 1954 and now represents the European Union across the United States. It has expanded to host staff of the European Parliament Liaison Office, EUROPOL, the European Central Bank, the European Investment Bank and the European Air Safety Agency.

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Francesco Liberatore is Partner at Squire Patton Boggs. He advises clients on all aspects of the application of competition law, in particular in technology driven and digital economy sectors. His experience also focuses on communications law and he coordinates the firm's EMEA Communications Practice.

He regularly represents clients in investigations before regulatory and competition authorities, as well as managing internal investigations, dawn raids and counseling on compliance issues and various commercial agreements. Francesco handles merger control due diligence and filings, as well as coordinating multijurisdictional merger control strategies. He also advises private equity investors, banks and other financial investors on arbitrage opportunities. Francesco's litigation experience includes representing clients in matters before the Competition Appeal Tribunal, the High Court of Justice and the European Courts. Francesco is based in London.



Alan Sutin is a Principal Shareholder of Greenberg Traurig and Senior Chair of the firm's Global Intellectual Property & Technology Practice. In addition to being an experienced business lawyer with a principal focus on commercial transactions with intellectual property and technology issues and privacy and cybersecurity matters, Alan also represents a wide variety of companies in connection with IT and business process outsourcing arrangements, strategic alliance agreements, commercial joint ventures and licensing matters. He has particular experience in Internet and electronic commerce issues and has been involved in many of the major policy issues surrounding the commercial development of the Internet.

Alan has advised foreign governments and multinational corporations in connection with these issues and is a frequent speaker at major industry conferences and events around the world. Alan is involved in several professional and legal national and international organizations. He was an active Member of EACCNY and is EACC Florida's first President. Alan is based in Miami.

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