



European Union
Delegation to Singapore

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FOR IMMEDIATE RELEASE

MEDIA RELEASE

Event: Reaping the “data privacy dividend”: data protection as a competitive advantage

Date & Time: 6th November 2019, 9am - 12:30pm

Venue: Grand Hyatt, Grand Ballroom, Level 3

On **Wednesday 6th November 2019**, the European Union in Singapore and the Personal Data Protection Commission of Singapore (PDPC) jointly host a conference on data protection.

Titled "Reaping the "data privacy dividend": data protection as a competitive advantage", the event brings together representatives from the public and private sectors to share knowledge and experiences about how companies can benefit from embracing robust data protection laws and transform it into a competitive advantage.

Mr Yeong Zee Kin, Deputy Commissioner, PDPC and **Mr Bruno Gencarelli**, Head of the International Data Flows and Protection Unit, Directorate-General for Justice and Consumers, European Commission, will participate in the conference and deliver keynote addresses

Ambassador of the European Union to Singapore Barbara Plinkert says that "in our digitally connected world, robust data protection rules are necessary. They are not only good for citizens and societies, they are good for businesses too."

As more and more innovative services are construed on the use of data, consumers are becoming increasingly aware of the potential risks to their personal data. At the same time, companies around the globe are increasingly recognising that a comprehensive and technology-neutral data protection framework provides a competitive advantage as it helps to create trust with their business partners and customers.

We invite your journalist, photographer and television crew to cover the event. Mr Bruno Gencarelli is available for print, radio and television interviews.

Event Details:

- Date:** Wednesday, 6th November 2019
Time: 9am-12:30pm (followed by lunch until 2 pm)
Venue: Grand Hyatt, Grand Ballroom, Level 3, 10 Scotts Road, Singapore 228211
Admission: Free

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Programme

9:00-9:15 **Welcome Remarks**
H.E. Barbara PLINKERT, Ambassador of the European Union to Singapore

9:15-9:45 **Introductory Keynote Speeches**
Deputy Commissioner YEONG Zee Kin, Personal Data Protection Commission, Singapore
Mr Bruno GENCARELLI, Head of Unit for International Data Flows and Protection, European Commission

9:45-11:00 **From compliance to competitive advantage – data protection as a business opportunity**

What is the impact of data protection laws on consumer trust and data security practices? How can businesses take advantage of compliance with data protection regulations? What are the main lessons learnt from the implementation of the EU GDPR and Singapore Personal Data Protection Act? What are the examples of new products/services with novel privacy and data security features?

Moderator: Pr. Katrin Nyman METCALF, Tallinn University of Technology

Panellists:

- Deputy Commissioner YEONG Zee Kin, Personal Data Protection Commission, Singapore
- Ms Anna POULIOU, Partner Privacy & Data Protection, Deloitte

11:00-11:30 **Coffee break and networking**

11:30-12:30 **Benefits of convergence in Asia and beyond**

Convergence at global and regional level – what is the situation in Asia and beyond? What new opportunities for international trade can arise from convergence? What is the impact on the choice of data transfer tools? Can convergence help to strengthen regulatory and enforcement cooperation and what are the benefits for businesses?

Moderator: Mr Bruno Gencarelli, Head of the International Data Flows and Protection Unit, Directorate-General for Justice and Consumers, European Commission

Panellists:

- Dr. Clarisse GIROT, Senior Research Fellow, Asian Business Law Institute
- Mr. Marcus BARTLEY JOHNS, Asia Regional Director – Government Affairs and Public Policy, Microsoft
- Pr. Ed PRAPANPONG, Faculty of Law, Chulalongkorn University, Bangkok, Thailand

12:30- 12:45 **Concluding remarks**

12.45 - 2:00 **Lunch**

AVAILABLE FOR INTERVIEW

Mr Bruno Gencarelli, Head of Unit, DG Justice and Consumers, Data Protection

European Commission



Mr Gencarelli heads the International data flows and protection unit at the European Commission (DG Justice and Consumers). He was in charge of the Commission's work in the area of privacy in the decisive years of the legislative reform and the EU-US negotiations.

In that capacity, he headed the Commission's delegation in the inter-institutional negotiations with the European Parliament and the Council that resulted in the adoption of the EU data protection reform ("General Data Protection Regulation" and "Law Enforcement Directive"). Stronger rules on data protection mean people have more control over their personal data and businesses benefit from a level playing field.

He was also one of the lead negotiators of the EU-US Privacy Shield and "Umbrella Agreement", dealing with data protection and exchange of information relating to criminal offences, including terrorism. Furthermore, Mr. Gencarelli is an expert on Brexit and its implications for European data protection and negotiated a mutual adequacy agreement with Japan.

Mr. Gencarelli previously served as a member of the European Commission's Legal Service and as an assistant (*référéndaire*) to a judge at the European Court of Justice after having practiced law in the private sector.

He holds degrees in law and political science, and teaches EU Competition Law at Sciences Po Paris. He is the author of numerous publications on EU law.

BACKGROUND

About the GDPR, European Union's data protection law

The GDPR (General Data Protection Regulation) is a law passed in 2018 in the European Union (EU), which set standards for processing data. The law grants individuals and businesses in the EU with the highest degree of data protection in the world. For instance, individuals find themselves with more power to demand companies reveal or delete the personal data they hold. GDPR applies only to the EU, but given the scale of the market, many companies are deciding to apply its terms globally.

About global legislation on data protection

The conference is held in the context of a recent wave of legislation on data protection around the world, from India to Indonesia, from Kenya or Chile. Ongoing legislative reforms are increasingly following common principles, similar to the EU's GDPR, based on a comprehensive (rather than sectoral) law with a core set rights enforced by independent authorities and applying to small and large companies alike. This international convergence is an opportunity to level the global playing field and ensure that business can move data easily and safely. GDPR is one important source of inspiration, but countries also look at regional models. The legislation of Singapore has been seen as a model for recent reforms in Asian countries.

Most of these legislative reforms have routinely incorporated common principles found in the Organisation for Economic Co-operation and Development (OECD) Guidelines, but also testing out new concepts introduced under the EU's General Data Protection Regulation (GDPR) such as data portability. The general legislative approach is one that is based on a comprehensive rather than sectoral law with a core set of safeguards and rights enforced by independent authorities. This international convergence is an opportunity to level the global level playing field and ensure that businesses can move data easily and safely across borders. In that respect, the legislation of the EU and Singapore have been seen as models for recent reforms in other countries, in their region and beyond.