Registration

This programme is free of charge. To submit your registration, please visit the GRUR website www.grur.org/brusselsworkshop2016 and register online. For more information you may contact:

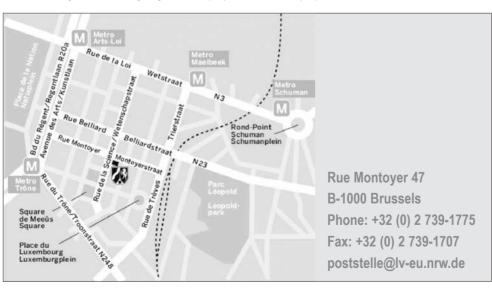
Sandra von Lingen, GRUR Manager Legal & International Affairs, s.vonlingen@grur.org, phone: +49 (0)221 650 65-155, www.grur.org

Travel to the Representation of the State of North-Rhine Westphalia to the European Union

Travelling by train and metro – If you are travelling by train, you mostly get off at the station "Bruxelles Midi/Brussel Zuid". In the station follow the white and blue M for metro signs and buy a ticket at the vending machine (one-drive ticket: 2,10 € / ten-drive ticket: 14 €). You take the line 6, direction "Simonis (Elisabeth)" and get off at the fifth station "Trône/Troon". You leave the metro station to the direction "Montoyer". Follow the rue Montoyer on 200 m. You will find the Representation of the State of North Rhine-Westphalia on the right hand side, number 47.

Travelling by plane - You arrive by plane in the Brussels International Airport. You have three possibilities:

- a) you take a taxi duration: approx. 30 minutes
- b) You take a train to "Gare Centrale/Centraal station" (level -1). Departure every hour at 09, 22, 36 and 51. Duration: approx. 20 minutes. The ticket (possibly advantageous Key card) can be bought at the counter or the vending machine. At "Gare Centrale/Centraal station", you take the metro of the line 5 direction "Herrmann-Debroux" or line 1 direction "Stockel/Stokkel". You change at the second station "Arts/Loi Kunst/Wet". Then you take the line 2 direction "Simonis (Léopold II)" or line 6 direction "Roi Baudouin/Koning Boudewijn" and take off one station further "Trône/Troon". Take the exit Montoyer. Follow the rue Montoyer about 200 m. The Representation of the State of North Rhine-Westphalia is on the right hand side at number 47.
- c) On level 0 (platform C) you can take the bus 12 "Brussels City" to the station "Luxembourg". Departure every 20 minutes. Duration: approx. 30 minutes. From Monday to Friday 8 pm this line is operated as an express service. The ticket can be bought at the GO-vending machine before getting on the bus $(4 \in)$ or in the bus itself $(6 \in)$.





GRUR meets Brussels Workshop

Towards a connected Digital Single Market – what about a new 'industrial data protection right' for companies?



Wednesday, 15 June 2016 12.30 – 19.00

Representation of the State of North-Rhine Westphalia to the European Union Brussels, Belgium

Register now

GRUR meets Brussels Workshop

Towards a connected Digital Single Market – what about a new 'industrial data protection right' for companies?

Generating and trading of industrial data has become as important for the digital economy as oil has been for the "real" economy. While contractual practice treats data like property rights already, a legal analysis shows that no legal scheme generally provides for exclusive rights in data, yet. Hence, the call for introducing an industrial data right as a kind of neighbouring right can be increasingly heard in recent years, coming from industry as well as academia. While intellectual property protection has been continuously extended in the past decades, establishing such an exclusive right on data could turn the existing system upside down. Many consequences are far from clear and many followers of open innovation would raise serious doubts pointing to the need for free flow of information in a digital economy.

While further academic research is needed, the question is on the table whether the European legislator should seriously consider introducing an industrial data right and start consultations in this direction. Ultimately, this depends on the effectiveness of alternative measures to protect data without seriously disrupting the necessary flow and exchange of information. In this respect, the protection of trade secrets and know-how coupled with technical and contractual measures may turn out to be the better solution in functioning markets, complemented by refining competition law and the contract law framework.

In the seventh edition of the GRUR meets Brussels Workshop, renowned experts and high-level representatives from academia, legal practice, industry and the European Commission will present their views on this topic and discuss the need for further legislative actions in the future. The common objective should be to keep Europe competitive in a fast developing new era of the digital economy.

Programme

12.30 – 13.15 **Joint lunch and registration**

13.15 – 13.20 Welcoming remarks

Dr Gert Würtenberger, President, GRUR

13.20 – 15.30 SESSION I: FROM TRADING INDUSTRIAL DATA TO CREATING NEW DATA RIGHTS?

Academic keynote:

Who owns non-personal data? Legal aspects and challenges related to the creation of new 'industrial data rights'

- The protection of non-personal data an overview on the current legal framework
- What if? Possible elements of new 'industrial data rights', and their difficulties

Prof. Dr Andreas Wiebe, LL.M., Chair for Civil Law, Intellectual Property Law, Media Law and ICT Law, University of Goettingen; Member of the GRUR Working Group on Rights to Data

Perspectives from the European legislator:

Data and the Digital Single Market Strategy – state of play and the way forward

Dr Malte Beyer-Katzenberger, Policy Officer, Unit G3-Data Value Chain, DG CONNECT, European Commission. Brussels

Dr Michael König, Deputy Head of Unit F5-Intellectual Property and Fight against Counterfeiting, DG GROW, European Commission, Brussels

Perspectives from Economics:

'Industrial data right' and innovation?

Prof. Dr Wolfgang Kerber, Professor of Economics, Marburg Centre for Institutional Economics, School of Business and Economics, Philipps University Marburg

14.40 – 15.30 Panel discussion / Q&A

Dr Malte Beyer-Katzenberger Prof. Dr Wolfang Kerber

Dr Michael König

Dr Siegfried Schwung, Head of Legal Department, KUKA AG, Augsburg

Prof. Dr Andreas Wiebe, LL.M.

Dr Heiko Willems, Head of Department Law, Competition and Consumer Policy, The Federation of German Industries (BDI). Brussels

Chair: Prof. Dr Gerald Spindler, Chairholder, Department of Civil Law, Commercial and Economic Law, Comparative Law, Multimedia and Telecommunication Law, University of Goettingen; Chair of the GRUR Special Committee on Internet Law

15.30 - 16.00 Coffee break

16.00 – 18.00 SESSION II: ALTERNATIVE SCENARIOS – IMPROVING THE EXISTING LEGAL FRAMEWORK

Know-how protection and Big Data: 'data protection for companies' in a networked economy

Dr Michael Dorner, Attorney-at-Law, CMS Hasche Sigle, Munich; Member of the GRUR Working Group on Rights to Data

Antitrust policy and Industry 4.0 – keeping the market competitive in a digital economy

Prof. Dr Ulrich Schwalbe, Chair for Microeconomics and Industrial Organization; Head of the Research Center for Competition Policy and Competition Law, University of Hohenheim, Stuttgart

Digital economy and antitrust law - challenges, legal issues, need for EU action?

Dr Alexander Birnstiel, LL.M., Partner, Noerr LLP, Munich/Brussels Helge Heinrich, Associate Partner, Noerr LLP, Munich/Brussels

Contract law and liability – refining the framework for trading industrial data

Prof. Dr Gerald Spindler

17.00 - 18.00 Panel discussion / Q&A

Dr Martin Ahlfeld, LL.M., General Counsel Legal & IP, Weidmüller Group, Detmold

Dr Alexander Birnstiel, LL.M / Helge Heinrich

Dr Michael Dorner Dr Michael König Prof. Dr Ulrich Schwalbe Prof. Dr Gerald Spindler

Prof. Dr Geraid Spindler

Chair: Prof. Dr Andreas Wiebe, LL.M.

18.00 – 18.05 **Closing remarks**

Dr Gert Würtenberger

18.05 Reception

Following the working programme, all speakers and attendees of the workshop are invited to join a reception offered by GRUR.

