



## S&D AIDA WEBINAR

### “AI’s technological diversification to counter market concentration”

Wednesday, 13th October 2021

13:30 - 16:30

Online (hybrid) EP Interactio and live-streaming on

<https://www.socialistsanddemocrats.eu>

“The continuing and ever-increasing corporate concentration and commercialism of the online economy is unsustainable and untenable.”<sup>1</sup> The market dominance and market concentration of a small number of Big Tech companies which are developing AI technologies and investing in AI ventures, is increasingly becoming a matter of concern. Increased diversification would ensure a more transparent and democratic environment in the field of AI. Market concentration, monopoly positions and excessive share in the market result in unfair competition, which inevitably increases social and economic inequalities and undermines the public interest<sup>2</sup>. “Large firms are much better placed to take advantage of the opportunities afforded by AI to derive further competitive advantage over their SME counterparts. This could lead to further overconcentration in the market of large firms and multinationals ... The diversification of suppliers and consideration of reshoring some aspects of production to Europe, facilitated by AI and other emerging technologies, could help boost European SMEs.”<sup>3</sup> At the same time, public investments on AI should focus towards an increased AI diversity in research and innovation.

*Speeches/presentations: 8 minutes*

#### Opening remarks (13:30 - 13:40)

- **Ismail Ertug**, Vice-President of the S&D Group
- **Ibán Garcia del Blanco**, S&D Coordinator in the AIDA committee
- **Brando Benifei**, EP rapporteur on AI Act (*TBC*) and S&D shadow in AIDA committee

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<sup>1</sup> [https://www.socialistsanddemocrats.eu/sites/default/files/2020-02/sd\\_our\\_inclusive\\_digital\\_europe\\_en\\_200205.pdf](https://www.socialistsanddemocrats.eu/sites/default/files/2020-02/sd_our_inclusive_digital_europe_en_200205.pdf)

<sup>2</sup> <https://www.etuc.org/en/document/resolution-european-strategies-artificial-intelligence-and-data>

<sup>3</sup> [https://www.europarl.europa.eu/RegData/etudes/STUD/2020/652713/IPOL\\_STU\(2020\)652713\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2020/652713/IPOL_STU(2020)652713_EN.pdf)

**Panel I: Tackling market concentration (13:40 - 15:00)**

Moderation: **Christel Schaldemose**, S&D Coordinator in IMCO

- **Helena Malikova**, European Commission, Member of the Chief Economist Team at DG COMP
- **Patricia Cirez**, EESC, Vice-president of the Employers Group
- **Agustin Reyna**, BEUC - The European Consumer Organisation
- **Prof. Chris Marsden**, Professor of Media Law, University of Sussex
- **Isabelle Schömann**, ETUC, Confederal Secretary

**Q&As**

**Panel II: Promoting technological diversification (15:05 - 16:25)**

Moderation: **Miapetra Kumpula-Natri**, 1st Vice-Chair of the AIDA committee

- **Paul Nemitz**, European Commission, Principal Adviser at DG JUST
- **Dr. Manuel G. Bedia**, Spanish Ministry of Universities, Professor at the University of Zaragoza
- **Joanna Bryson**, Professor of Ethics and Technology at Hertie School, Berlin, Germany
- **Philippe Lorenz**, Project Director 'Artificial Intelligence and Foreign Policy, Stiftung Neue Verantwortung
- **Divya Siddarth**, Social Technologist, RadicalXChange

**Q&As**

**Closing remarks (16:25 - 16:30)**

- **Brando Benifei**, EP rapporteur on AI Act (*TBC*) and S&D shadow in AIDA committee
- **Ibán Garcia del Blanco**, S&D Coordinator in the AIDA committee