



## Digital Single Market: Barriers to e-Commerce Programme 2015-03-24

### Welcome and introduction:

Vicky Ford, MEP and EIF Steering Committee Member

### Speakers:

Clare Josa, Co-founder [EU VatAction](#) Campaign

Jörgen Bödmar, CEO & Founder of [Scandinavian Design Center](#); President of [EMOTA](#)

Oliver Prothmann, Founder of the Initiative [Choice in eCommerce](#)

Paul Alfing, Authentication and e-payments requirements: Balanced and harmonized rules on internet authentication and e-payments to remove barriers for cross-border e-commerce, [Ecommerce Europe](#)

Ursula Pahl, Deputy Director General, [BEUC](#)

### Exchange of views with participants