



## Virtual Workshop

# Empowering European Standardization for a Successful Green Deal

### Supporting European politics with European harmonized standards

Federal Ministry of Economics and Energy

September 16, 2020

14:00 – 14:10

#### Welcoming Address

Elisabeth Winkelmeier-Becker, Parliamentary State Secretary, German Federal Ministry for Economic Affairs and Energy

14:10 – 14:15

#### Video Greetings (recording)

Thierry Breton, Commissioner for the Internal Market, European Commission

14:15 – 14:25

#### 60 Years of European Standardization- How to Keep it a Success Story?

Dany Sturtewagen, President European Committee for Electrotechnical Standardization CENELEC

14:25 – 15:15

#### Panel 1: Current Challenges for the European Standardization

Moderator Wolfgang Niedziella, Managing Director VDE-Gruppe  
Joaquim Nunes de Almeida, Deputy Director General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission  
Dr. Andreas Schwab, Member of European Parliament  
DDr. Elisabeth Stampfl-Blaha, Managing Director Austrian Standards  
Rada Rodriguez, President Europe's Technology Industries Orgalim  
Markus J. Beyrer, Director General BusinessEurope

**Q&A (Chat: Questions in English only)**

**15:15 – 15:20**

**Bridging Panel 1 / 2 with Entrepreneurial Testimonial**

Dr. Thomas Zielke, Head of Division Technology Transfer, Standardization, Patent Policy, German Federal Ministry for Economic Affairs and Energy  
Dr. Wolfgang Leetz, Director Technical Regulations and Standards, Siemens Healthcare GmbH

**15:20 – 16:10**

**Panel 2: Green Deal – How Standards and Standardization Can Help to Make it Succeed**

Moderator Christoph Winterhalter, Vice President Policy European Committee for Standardisation CEN, CEO DIN e.V.  
Clara de la Torre, Deputy Director-General for Climate Action (DG CLIMA), European Commission  
Henrike Hahn, Member of European Parliament  
Monique Goyens, Director General European Consumer Organisation BEUC  
Christoph Wendker, Director Technical Product Management and Environmental Office Miele & Cie. KG  
Dr. Marcus Wirtz, Managing Partner JÖST GmbH + Co. KG

**Q&A (Chat: Questions in English only)**

**16:10 – 16:20**

**Remarks**

Kerstin Jorna, Director General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission

**16:20 – 16:30**

**Summary and Recommendations**

Dr. Thomas Zielke, Head of Division Technology Transfer, Standardisation, Patent Policy, German Federal Ministry for Economic Affairs and Energy