



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

Consumers & SMEs
in the Digital Single Market (Digi-ConsME)
Jean Monnet Centre of Excellence



Digi-ConsME
Jean Monnet Centre of Excellence

presents

Short Course Thought Leaders Webinar

The GDPR and the ASEAN data protection landscape: friends or foes? Commercial implications for SMEs and beyond

Prof. Federico FERRETTI and Mr. Noriswadi ISMAIL

15 March, 12 a.m – 14 p.m. CET / 11 a.m. – 13 p.m. GMT

The event is free of charge but pre-registration is required

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ABSTRACT

For the past 24 months to date, Singapore, The Philippines and Malaysia have had reviewed its personal data protection laws to partly align *with some but not all* the European Union (EU) General Data Protection Regulation (GDPR) requirements. Besides this significant progress, on 14th June 2019, Singapore Personal Data Protection Commission is the first Data Protection Authority in ASEAN to have signed Memorandum of Understanding (MOU) with the U.K Information Commissioner's Office (ICO) and on 13th January 2021, the Philippines' National Privacy Commission signed MOU with the ICO. Both MOUs are aimed towards joint cooperation and shared intelligence between these jurisdictions. Indonesia Personal Data Protection Bill is the jurisdiction to watch for due to its progressive economy and 'data localisation' requirements. In parallel, organisations in ASEAN have been prioritising on cybersecurity and data governance initiatives as part of the member states' digital economy and data innovation strategy gradually triggered by Artificial Intelligence (AI), Machine Learning, Disruptive and Emerging Technologies. This talk will provide insights on:

- Why the EEA, UK - ASEAN trade is indispensable?
- Why ASEAN data protection landscape is evolving?
- Who are the key stakeholders?
- How Data Protection Authorities and Sector Specific Regulators cooperate when it comes to GDPR-related data breaches?
- What's the reality on the ground? – selected case studies on: Malaysia, Singapore, the Philippines and Indonesia
- Will the Asia-Pacific Economic Cooperation (APEC) Cross Border Privacy Rules (CBPRs) help to converge ASEAN's data protection landscape?

- What's needed to achieve adequacy status from the European Commission? (lessons learned from Japan)
- When will ASEAN data protection landscape mature?

GUEST SPEAKER'S PROFILE

Noriswadi Ismail is a Managing Director at Ankura, based in London. Noris oversees and grows the firm's UK, EMEA, and Asia data privacy practice, focusing on data protection and privacy assessments, data privacy and security strategies, data privacy governance, including general data protection regulation (GDPR) reviews, and implementation and improvements. He also leads the team providing binding corporate rules (BCRs), project advisory and management services, data governance improvement, data privacy technology implementation, code of practice reviews, data subject access request (DSAR), data breach regulatory analyses, and customised data privacy and security training. Noris' detailed biography can be accessed and read [here](#).

ABOUT Ankura

Ankura is a business advisory and expert services firm defined by HOW we solve challenges. Whether a client is facing an immediate business challenge, trying to increase the value of their company or protect against future risks, Ankura designs, develops, and executes tailored solutions by assembling the right combination of expertise. We build on this experience with every case, client, and situation, collaborating to create innovative, customized solutions, and strategies designed for today's ever-changing business environment. This gives our clients unparalleled insight and experience across a wide range of economic, governance, and regulatory challenges. At Ankura, we know that collaboration drives results.

ABOUT Digi-ConSME

"Consumers and SMEs in the Digital Single Market (**Digi-ConSME**)" is the name of the newly established Jean Monnet Centre of Excellence that has been awarded by the European Commission to the Department of Sociology and Economic Law of the University of Bologna. A Jean Monnet Centre of Excellence is a focal point of competence and knowledge on European Union studies. It is awarded to outstanding research groups that have a visible societal impact and do pioneering research at international level.

Visit our website: <https://site.unibo.it/digi-consme/en>

Yours sincerely,
Prof. Federico FERRETTI
Director

If you have any question regarding the Conference, please feel free to contact us at:

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