BCCP Conference and Policy Forum 2024:
"AI: Prospects, Challenges, and Regulation"

June 14, 2024 | WZB Berlin Social Science Center, 3rd Floor, Room A 300

Agenda

09:30 – 10:15   Registration and Coffee

10:15 – 10:30   **Welcome**

Maja Adena (WZB Berlin Social Science Center)

Tomaso Duso (DIW Berlin and Technische Universität Berlin)

10:30 – 12:30   **Shaping and Governing AI for Today and Tomorrow**

The much-discussed capabilities and limitations of generative language models like GPT-4 have stirred controversies about how AI is and will be changing economic and societal outcomes. While AI tools are propagating fast in many applications, much uncertainty persists, which requires further technological innovations, experimentation, and careful policy design. The EU's AI Act is one attempt to guide the application of AI in areas of varying risk but its ability to foster beneficial innovation and sustainable growth is yet to be proven. Do we have clear definitions in policy discussions? What are the fundamental challenges in using AI for the societal benefit? Can AI risks be analyzed by regarding predictive systems in isolation or do they require taking a stance on potentially diverging objectives in organizations and society? How can we discuss AI alignment in concrete terms? What is the role of designers of AI tools? Can AI governance keep up with its deployment and use in practice?

Joanna Bryson (Professor of Ethics and Technology, Hertie School of Governance)

Flavio Calvino (Team Leader, Productivity, Innovation, and Entrepreneurship Division, OECD)

Joshua Gans (Professor of Strategic Management, University of Toronto)

Maximilian Kasy (Professor of Economics, Oxford University)

Moderated by **Hannes Ullrich** (DIW Berlin and University of Copenhagen)

12:30 – 13:30   *Lunch break*

13:30 – 15:30   **AI: The Next Frontier in Competition and Consumer Policies**

The emergence of a small number of extremely powerful digital ecosystems over the past two decades and the corresponding concentration of power have sparked a critical debate about the role of competition policy and regulation in digital markets. The perceived failure of ex-post antitrust enforcement to curb the growing abuse of such concentrated power by technology companies led in part to the introduction of ex-ante regulations such as the DSA (Digital Services Act), DMA (Digital Markets Act), and AIA (Artificial Intelligence Act). Calls for a more cautious approach to AI are motivated by the fact that the AI tech stack is already dominated by the same few giants such as Microsoft, Google, Amazon and Nvidia. While delivering sizable benefits, how may AI reinforce and exacerbate consumer harm in concentrated markets? How far can policy interventions aimed at protecting competition go to address the key threats that AI poses to consumers and society? What should be the enforcement focus - and what are the enforcement challenges - for new regulations such as the DSA and DMA? Should policymakers be particularly concerned about competitive developments in the generative AI stack and act more preventively than in the past?

Oren Bar-Gill (Professor of Law and Economics, Harvard University)

Joanna Bryson (Professor of Ethics and Technology, Hertie School of Governance)

Emilio Calvano (Professor of Economics, Luiss University)

Moritz Hardt (Director, Max Planck Institute for Intelligent Systems, Tübingen)

Moderated by **Hans W. Friederiszick** (Managing Director, E.CA Economics and Research Fellow, European School of Management and Technology (ESMT))

15:30 – 16:00   *Coffee break*

16:00 – 18:00   **Policy Roundtable: Perspectives on the State of AI Policy**

This policy roundtable will provide an up-to-date discussion of the state of current and future policy initiatives concerning AI. The EU's AI Act is one attempt to guide the application of AI in areas of varying risk but its ability to foster beneficial innovation and sustainable growth has yet to be proven. Has Europe lost the innovation race in generative AI development? Is Europe killing AI innovation through its regulatory approach or setting the global regulatory agenda? Are Europe and its member countries prepared for the ongoing wave of AI applications? How do policy approaches on AI differ between regions, notably between Europe and the US? What role do European regulations play from a global perspective?

Brando Benifei (Member of the European Parliament, Rapporteur on the AI Act)

Francesca Bria (Honorary Professor, Institute for Innovation and Public Purpose, University College London; Board Member of RAI - Radiotelevisione Italiana)

Alena Buyx (Professor of Ethics in Medicine and Health Technologies, TU Munich; Former Chair of the German Ethics Council, 2020-2024)

Amba Kak (Executive Director, AI Now Institute; Member of the Board, Signal Foundation)

Moderated by **Anna Sauerbrey** (DIE ZEIT)