

### EU Commissioner Günther Oettinger supports Crowd Dialog Europe

**Munich, 31.07.2015 – The first Crowd Dialog Europe in Helsinki on August 27<sup>th</sup>, 2015 is a meeting of experts from more than 25 countries to discuss the most current findings and developments in the fields of crowdsourcing, crowdfunding and crowdinnovation. In his message to the delegates the European Commissioner for Digital Economy and Society, Günther Oettinger, points out the importance of a meaningful dialog, transparency and trust in regard of crowdfunding. In support to this course, the host of the event, Dr. Michael Gebert, especially welcomes the respective patrons from 23 EU countries to Helsinki, Finland.**

The first international event gathering of Crowd Dialog Europe will take place on August 27<sup>th</sup>, 2015 at the historic Astoria Sali in Helsinki where selected renowned experts and participants will discuss diverse scenarios of crowdbased disruption in a practical business context. The European Commissioner for Digital Economy and Society Günther Oettinger will deliver an opening speech to the 300 experts from business, science and politics. He points out, that the whole branch will have to work to establish trust in crowdfunding for contributors and for campaigners and that Transparency is a key factor here. Oettinger is also sure, that the Crowddialog conference and debate will enrich this reflection.

Reflecting the commissioner's speech, the role of the 23 selected country patrons gains weight and importance. As Michael Gebert comments: „The 23 European Crowd Dialog country patrons are handpicked and renowned experts in their fields of business“. He also explains, that they will provide deep insights into each countries individual challenges, chances and risks in perspective to the issues of crowdbased disruption, true to Crowd Dialog's main Slogan: united knowledge.

“I will be speaking about the effects of regulation and legal frameworks passed by the EU member States, with the aim to explain their impact on the market (ignition or burn out is the question ...) since I consider crowd dialog Europe the most important European event of the year dealing with crowdsourcing, crowdfunding and crowdinnovation and the place where experts can exchange ideas, trends and data, also with the purpose to launch and develop projects aimed to create a common European crowdfunding market” explains Italian country patron Umberto Piattelli.

Umberto is Partner of the law firm Osborne Clarke and is the Head of the Financial Regulation sector in Italy. He has been appointed as Member of the ESCF, a group of experts selected by the European Commission to advise over alternative finance matters – including equity-based and loan-based crowdfunding. He also holds a seat in the Assolombarda (Lombardy Entrepreneurial Association) committee within the ambit of the project dealing with the development of crowdfunding in Italy. In addition Umberto is author of the book “Il crowdfunding in Italia: una regolamentazione all'avanguardia o un'occasione mancata?”.

For more information, please visit: <http://www.crowddialog.eu>



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### About CrowdDialog Europe - united knowledge:

On August 27<sup>th</sup> the CrowdDialog Europe will take place at the historic Astoria Sali in Helsinki. The conference will provide huge value for future-oriented decision-makers, scientifically sound and comprehensive insights into the phenomenon of crowd-based innovation processes, financing scenarios and working models to identify and evaluate potential new business opportunities and trends in time.

### About Dr. Michael Gebert:

For more than 20 years Dr. Michael Gebert is working in the context of the internet. As an expert in crowdsourcing and crowdfunding Dr. Gebert has a doctorate from the University of South Wales (UK). He regularly publishes articles on topics related to crowdfunding, -investing, and -sourcing.

Dr. Gebert is the initiator and organizer of the largest German crowdsourcing, crowdfunding- and crowd-innovation conference "Crowd Dialog". The event came into being as a collaboration with the city of Munich, the Bavarian Ministry of Economy, the Chamber of Commerce of Munich and Upper Bavaria and the EU Commission. At the same time he is regularly invited as panelist and keynote speaker for international crowdsourcing and crowdfunding conferences, like the crowdsourcing Week Singapore or Crowdconf San Francisco.

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