

COMPETITIVENESS DAY

20 OCTOBER 2005



AT THE EUROPEAN PARLIAMENT'S HEMICYCLE IN BRUSSELS

PROGRAMME

10h00

- **Ernest-Antoine Seillière**, UNICE President

10h15

UK PRESIDENCY MESSAGE TO THE AUDIENCE

- **Barry Gardiner**, MP Parliamentary Under-Secretary of State, Department of Trade and Industry (competitiveness)

10h30

PANEL 1: COMPETITION ON AN EQUAL FOOTING

Does EU trade and investment policy help companies access new markets? Does trade policy address SME concerns? Investment and development: the Asian perspective; the US approach to international trade

- **Karl Falkenberg**, Deputy Director General, European Commission, DG Trade
- **Birgit W. Norgaard**, Group CEO, Carl Bro
- **Jean-Philippe Courtois**, President Microsoft International, Senior Vice-President of Microsoft Corp
- **Narayana Murthy**, Chairman the Board and Chief Mentor, Infosys
- **Pervenche Berès**, Chair the Economic and Monetary Affairs Committee, MEP

Q&As

11h15

UNICE: DRIVING THE GLOBAL COMPETITIVENESS AGENDA

- **Philippe de Buck**, UNICE Secretary General

11h25

PANEL 2: BUSINESS ON THE MOVE: CHALLENGES AND OPPORTUNITIES

Is the EU an attractive place to invest? Does Europe need an industrial strategy? What is the impact of an ageing population on EU competitiveness? Outsourcing and Europe: Do countries compete on an equal footing? Can EU manufacturing and services survive and even thrive on global markets?

- **Peter Elverding**, Chairman, Managing Board of DSM and CEFIC President
- **Erika Mann**, MEP, Chair of the Delegation to the EU-Mexico Joint Committee
- **Pasquale Pistorio**, Vice President of Confindustria and Honorary Chairman of STMicroelectronics
- **Reiner Hoffmann**, Deputy Secretary General of ETUC

Q&As

12h15

ICT SECTOR: A STRATEGIC SECTOR FOR EUROPEAN COMPETITIVENESS

- **César Alierta Izuel**, Chairman & CEO, Telefónica S.A

12h30 Lunch

14h30

PANEL 3: GLOBALISATION: BRIDGING THE GAP

Globalisation is often perceived as a threat: What is the view of elected representatives? What should governments and companies do to explain the potential benefits of globalisation? Is Porto Alegre a realistic alternative?

- **Janusz Lewandowski**, MEP, Chairman of the EP Committee on Budgets
- **Ernest-Antoine Seillière**, UNICE President
- **Jürgen R. Thumann**, President BDI and CEO Heitkamp & Thumann Group

Q&As

15h30

EP VISION ON GLOBALISATION OPPORTUNITIES FOR EU CITIZENS

- **Josep Borrell**, President of the European Parliament

15h45

PANEL 4: PATHS TO SUCCESS

European companies set the trend and win new customers in new markets day after day. Is there a winning formula?

- **Lucy Neville-Rolfe**, Group Director of Corporate Affairs, Board Member, Tesco
- **Marie-Christine Lombard**, Group Managing Director Express, Board Member TNT
- **Urban Bäckström**, CEO, Confederation of Swedish Enterprise

Q&As

16h30

GLOBAL COMPETITION: DOES THE EU PLAY TO WIN?

- **José Manuel Barroso**, President of the European Commission

16h50

OVERCOMING FEAR TO SUCCEED IN A GLOBAL ERA

- **Ernest-Antoine Seillière**, UNICE President

The event will be presented and moderated by **Michael Buerk**, BBC Journalist