

UNICE DAY

TUESDAY 17 OCTOBER 2006 / ESPACE FLAGEY BRUSSELS

# EUROPE

➤ WHY DO COMPANIES CARE ABOUT EUROPE?

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## PROGRAMME

10h00

### PRESIDENT'S ADDRESS:

Ernest-Antoine Seillière, *President of UNICE*

10h10

### KEYNOTE ADDRESS:

Matti Vanhanen, *Prime Minister of Finland*

10h25

### UNICE Survey:

#### WHY DO COMPANIES CARE ABOUT EUROPE?

Philippe de Buck, *Secretary General of UNICE*

10h35

#### WHY DO COMPANIES CARE ABOUT EUROPE?

The European Union has grown dramatically since its birth in 1958. For some Europe is too big, too standardised and has too many members. For others too small for the scale of business operations, too limited by red tape, with restricted choice given to 450 million citizens. Outside, the world offers countless opportunities. Do companies care about Europe?

#### Panel Discussion moderated by BBC journalist Michael Buerk

- John Monks, *General Secretary, European Trade Union Confederation*
- Jorma Ollila, *President, ERT; Chairman, Nokia; Chairman Shell*
- Jürgen Thumann, *President, BDI; CEO of Heitkamp & Thumann Group*
- Günter Verheugen, *Vice-President, EU Commissioner for Enterprise and Industry*
- Graham Watson, *Member of European Parliament, Chairman Group of the Alliance of Liberals and Democrats for Europe (with Q&As)*

11h40

### Coffee break

12h→12h45

### WORKSHOP 1

#### WHY DO COMPANIES CARE ABOUT THE SINGLE MARKET?

Competitiveness relies on ability to perform but also on conditions to operate businesses. The Commission plan to make better regulation was launched one year ago. What has happened since? Do Brussels and EU countries make it simple for companies? SMEs, the "backbone" of the EU economy, providing two thirds of European jobs, do they take full benefit? How far is Europe towards establishing a single market for services? How long will we wait for a European market for energy?

#### Panel Discussion moderated by journalist Alex Puissant

- Jean-Martin Folz, *Chairman of the Managing Board, PSA Peugeot Citroën*
- Charlie McCreevy, *EU Commissioner for Internal market and services*
- Zach Miles, *Chairman of Board of Management and Chief Executive, Vedior*
- Lucy Neville-Rolfe, *Group Director of Corporate Affairs and Company Secretary, Tesco*
- Ari Vatanen, *Member of European Parliament (with Q&As)*

12h→12h45

### WORKSHOP 2

#### WHY DO COMPANIES CARE ABOUT A EUROPEAN GROWTH AND JOBS STRATEGY?

Europe is paying a high price for not having implemented necessary structural measures: gloomy growth performances and an excessively high unemployment rate are the symptoms of an economy without proper dynamism: what is the trick? Who is going to be first? What are EU and national governments doing to turn the brain drain into a brain gain?

#### Panel Discussion moderated by BBC journalist Michael Buerk

- Joaquín Almunia, *EU Commissioner for Economic and Monetary Affairs*
- Robert Goebbels, *Member of European Parliament, Vice-Chairman Socialist Group*
- Arndt Kirchhoff, *Chairman and CEO, Kirchhoff Automotive GmbH & Co. KG*
- Christoffer Taxell, *President, EK (with Q&As)*

12h→12h45

### WORKSHOP 3

#### WHY DO COMPANIES CARE ABOUT A EUROPEAN APPROACH TO LIBERALISED TRADE?

Business needs to move into new markets abroad. With a meagre deal on trade access and facilitation in the current WTO negotiations, what will be the picture in the near future? What are the main incentives for the world to dismantle barriers and pass on the gains to people?

#### Panel Discussion moderated by European Voice editor Dana Spinant

- Pascal Lamy, *Director General, WTO*
- Peter Mandelson, *EU Commissioner for Trade*
- Erika Mann, *Member of European Parliament*
- Jaroslav Míl, *President, Confederation of Industry of the Czech Republic*
- Michael Treschow, *President, Confederation of Swedish Enterprise (with Q&As)*

13h00

**Keynote address: Reinhard Silberberg, State Secretary of the German Federal Foreign Office**

### Lunch

14h30

**Keynote address: Arcelor-Mittal**

15h00

#### DOES EUROPE CARE ABOUT COMPANIES AND JOBS?

Demographics, globalisation technology and environmental challenges will all change Europe, its people and companies. Does Europe wait and see or rather move into the driving seat? Where is Europe going: constitution, governance, citizens' support ... what is the place for companies in that Europe?

#### Panel Discussion moderated by BBC journalist Michael Buerk

- Josep Borrell, *President of European Parliament*
- Luca Cordero di Montezemolo, *President, Confindustria*
- Dalia Grybauskaitė, *EU Commissioner for Financial Programming and Budget*
- Laurence Parisot, *President, MEDEF*
- Jean Pisani-Ferry, *Director, Bruegel*
- Hans-Gert Pöttering, *Member of European Parliament, Chairman of the European People's Party and European Democrats (with Q&As)*

15h45

#### THE EUROPEAN UNION AND EUROPEAN BUSINESS: A PUBLIC-PRIVATE PARTNERSHIP?

**Ernest-Antoine Seillière, President of UNICE**  
**José Manuel Barroso, President of the European Commission**

16h15

End

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## REGISTRATION



UNICE DAY IS OPEN TO COMPANIES REPRESENTATIVES, UNICE MEMBERS, POLICY-MAKERS, MEDIA AND ACADEMIA REPRESENTATIVES. PARTICIPATION IS FREE OF CHARGE.

IF YOU WANT TO BE PART OF **UNICE DAY** PLEASE REGISTER ONLINE NOW!

Follow these three easy steps:

1. VISIT OUR WEBSITE: [WWW.UNICE.ORG](http://WWW.UNICE.ORG)

2. CLICK ON "REGISTRATION" FILL IN THE E-REGISTRATION FORM.

3. CLICK ON "SUBMIT"

You will receive an e-mail message confirming your registration which you will need to exchange against a badge at the event.

UNICE reserves the right to cancel the registration if a participant does not fall into the above categories.

## VENUE AND PRACTICAL INFORMATION

UNICE DAY WILL TAKE PLACE IN BRUSSELS ON TUESDAY, 17 OCTOBER 2006

ESPACE FLAGEY  
PLACE FLAGEY  
B-1050 BRUSSELS

Registrations will be closed on Monday 10 October 2006 or earlier if full capacity of the venue is reached. English and French interpretation will be available for opening and closing sessions. Workshops will be in English only.

For more information regarding the event, please contact UNICE: [uniceday@unice.be](mailto:uniceday@unice.be)

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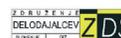
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