



Alliance Workshop

The new European Industrial Policy: From Commitment to Results

With the support of the European Commission (DG Enterprise), the Alliance for a Competitive European Industry stages a workshop on Industrial Policy to back the Commission's integrated approach for a new industrial policy in the framework of the Lisbon Agenda.

The Alliance will prepare the discussions by publishing a position paper and a brochure with concrete cases from industry prior to the event.



Date

Friday 15 September 2006, 8:30 - 14:00 (incl lunch)

Location

Charlemagne Building, Room S3, rue de la Loi 170, 1000 Brussels

Audience

Industry; Commission; Members of the European Parliament;
Member States Representatives; Press; Academics



The Alliance for a Competitive European Industry has been formed in 2004 by 11 major European industry sector associations and UNICE. The common objective of its Members is to promote the competitiveness of European industry on a global scale. The Alliance therefore encourages a policy and regulatory framework that supports that objective, reinforcing and complementing UNICE's work in this respect by providing a sectoral perspective.

The industry sectors concerned represent the interests at EU level of some 6,000 large companies and 1.7 million SMEs with a combined output of nearly €5,000 billion euro turnover and €1,300 billion added value. These companies directly employ about 23 million people in the EU.



ACEA

The European Car Manufacturers Association



European Chemical Industry Council



The European Cement Association



Confederation of European Paper Industries



Confederation of Food and Drink Industries in the EU



The European Apparel and Textile Organisation



Union of the Electricity Industry



European Confederation of Iron and Steel Industries



European Association of Metals



European Petroleum Industry Association



Liaison Group of the European Mechanical, Electrical, Electronic and Metalworking Industries



Union of Industrial And Employers' Confederation of Europe



Programme

8:30 - 9:00 **Registration**

9:00 - 9:05 **Welcome** by outgoing Alliance Chairman, Paul Bulteel
(Secretary General, Union of the Electricity Industry,
EURELECTRIC)

9:05 - 9:20 **Keynote Speech** by representative of Finnish Presidency, tbc:
**The role of innovation for economic growth and
competitiveness**

9:20 - 10:30 **1st Round Table:**

Creating the right business framework in the Internal Market

The Internal Market has generated a business environment that has already contributed significantly to the growth of European industry. Still, further progress is necessary and European industry wants to share views on how to achieve this:

- Enabling innovation and skills to play fully their role as key-success factors for a solid basis of competitiveness;
- The essential contribution of regulatory simplification and harmonisation safeguarding industrial competitiveness and the protection of the environment;
- From shared vision to shared ownership: The experience and lessons from a High Level Group process, CARS21.

Moderator: Willy De Backer (Editor, EurActiv)

Panellists:

- Fabrizio d'Adda (Chairman of UNICE's Industrial Affairs Committee and Chief Executive Officer of Dyna-Network SpA)
- Edward G. Krubasik (Member of the Corporate Executive Committee, Siemens AG)
- Representative of the European Automobile Manufacturers, tbc
- Heinz Zourek (Director-General, DG Enterprise), tbc
- Edit Herczog (Member of European Parliament, Socialist Group)

10:30 - 11:00 **Coffee Break**



11:00 - 12:10 **2nd Round Table:**

Industrial Policy as a tool to face the challenges of the global market

More than ever European industry's competitiveness is put to the test by globalisation. The EU industry has the capacity to succeed if competition is fair and if obstacles to free trade are properly tackled. Progress in three particular domains is essential in this respect:

- Access to raw materials at fair conditions – how to shape a global strategy whereby access to raw materials becomes an effective policy priority at all possible levels of action;
- Protection of intellectual property- how to conceive a global approach that provides effective protection to enterprises and addresses the criminal offences arising from counterfeiting and piracy;
- International regulatory convergence – how to foster mutual acceptance and convergence of those legislation bi- and multilaterally which have a direct impact on business operation.

Moderator: Jacques Pelkmans (Jan Tinbergen Chair for European Economic Studies, College of Europe, Bruges)

Panellists:

- Hubert Mandery (Senior Vice President, European Governmental Affairs, BASF)
- Gerd Hoffmann (General Manager, Norddeutsche Affinerie AG Recycling)
- Leif Kjaergaard (Member of Executive Committee, Danisco A/S)
- David O'Sullivan (Director General, DG Trade), tbc
- Jorgo Chatzimarkakis (Member of European Parliament, Alliance of Liberals and Democrats for Europe)

12:10 - 12:25 **Closing Speech** by Commission Vice President Günter Verheugen

12:25 - 12:35 **Wrap-up** by incoming Alliance Chairman, **Jean-Marie Chandelle** (Chief Executive, The European Cement Association, CEMBUREAU)

12:35 **Lunch**



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Registration Form

Last name _____

First name _____

Title _____

Position _____

Company/Organisation _____

Address _____

e-mail _____

Telephone _____

Fax _____

Date _____

Signed _____

will attend the Alliance Workshop on Friday 15 September 2006

will attend the luncheon

Please return this registration form to **Ann Marivoet**, ama@cefic.be or fax +32 2 676 73 80
by 21 August 2006 at the latest.