



## PRESS RELEASE

### ***Fifth European Business Summit: REFORM TO PERFORM – Europe is our Business***

BUSINESSEUROPE and the Federation of Enterprises in Belgium (FEB) are organising on 15 and 16 March 2007 the **Fifth European Business Summit** on the occasion of the 50<sup>th</sup> anniversary of the Treaties of Rome. Theme is “**Reform to Perform: Europe is our Business**”. During four Plenary Sessions and twelve workshops, about one hundred top speakers will address key issues for business in Europe. Many leading figures from the European business community and the European Commission, as well as prime ministers, senior ministers and other high-level representatives from EU member states will attend this key event.

**Rudi Thomaes**, CEO of the Federation of Enterprises in Belgium, on the belief of Belgian business in a strong Europe: “Compared to the other EU Member States, Belgium this year ranked 15<sup>th</sup> out of 27 in executing the Growth and Jobs Strategy. This is the same position as last year. One of the key factors explaining this fairly weak Belgian score is the still very low employment rate. However, complete implementation of the Lisbon Strategy in Belgium can create by 2025 additional economic growth of 18.6% to as much as 34.5%. This is a lot higher than the extra growth potential for the EU as a whole. So, Belgian economy and business have a lot to gain from a strong and dynamic Europe”.

**Philippe de Buck**, BUSINESSEUROPE Secretary General, made the following statement on 50 years of Europe from the business point of view: “As co-organiser of the European Business Summit, BUSINESSEUROPE will participate actively in the debates on the future of Europe. As we have already set out on many occasions, Europe needs to perform better. Reformed and competitive national structures are key elements for sustainable growth. This will be the message that BUSINESSEUROPE will hand over with FEB on the eve of the 50<sup>th</sup> anniversary ceremony in Berlin”.

EBS Conference Director **Wytze Russchen** presented the highlights in the programme of the Fifth European Business Summit: “The hallmark of this 5th EBS edition is its focus on content relevant to companies. The main issues with a huge impact on business on the agenda in Europe today are: energy, better regulation, research, CSR, demography, globalisation and education. One hundred speakers, amongst which business leaders, MEPs, academics,

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NGOs, journalists and a record number of eight Commissioners, will discuss how the EU can create more growth and jobs. Ten days before the Berlin Summit on the 50th Anniversary of the EU, business will express its strong commitment and send concrete recommendations for the future of Europe to policy makers. *Why? Because Europe is our Business with a capital B*'.

Strategic partner of EBS Roland Berger Strategy Consultants will award the finalist of the pan-European competition 'Best of European Business' and conducted a pan-European CEO survey on this occasion. Global Marketing Director **Torsten Oltmanns**: "We believe that European companies are a major force behind the future integration of Europe. As the only global strategy consultancy with European roots, Roland Berger Strategy Consultants takes a special interest in this process. That is why we developed a 'Best of European Business' competition. The winners of this competition will be honoured at EBS. On 15 March we - in collaboration with **BUSINESSEUROPE** and **FEB** - will reveal the results of our exclusive CEO survey. These results will help Europe's political leaders understand business needs".

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The European Business Summit is a joint initiative of **BUSINESSEUROPE** and **FEB**, in cooperation with the **European Commission** and with the support of the **German EU Presidency**. It will be held in Brussels (Tour&Taxis) on **15 and 16 March 2007**. For more information, see [www.ebsummit.org](http://www.ebsummit.org).

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