

GOING GLOBAL THE WAY FORWARD

BUSINESSEUROPE

28 October 2008, from 9:00 to 16:15

Charlemagne Building, Rue de la Loi 170, 1000 Brussels

Event partners:



CATERPILLAR



HYDRO

RioTinto



ExxonMobil

Media partners:

EuropeanVoice

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

09:00-09:30

REGISTRATION, COFFEE AND NETWORKING

09:30-09:45

WELCOME *(Room De Gasperi - 2nd Floor)*

→ Mr Ernest-Antoine Seillière, President, BUSINESSEUROPE

09:45 - 10:30

PLENARY – THE COMPETITIVE EXPORT POSITION OF EU BUSINESS IN 2008

(Room De Gasperi - 2nd Floor)

Two years after the launch of the Global Europe strategy, the European Commission and BUSINESSEUROPE present views on the competitiveness of European exports on world markets.

→ Mr Hubertus Erlen, Chairman, BUSINESSEUROPE International Relations Committee

→ Mr David O'Sullivan, Director General, External Trade, European Commission

Q & A

Moderated by

Mr Mark Brayne, former Europe Editor, BBC

10:40-11:40

PARALLEL SESSIONS I, II & III

I Raw materials: achieving sustainable supplies

(Room De Gasperi - 2nd Floor)

An effective and comprehensive EU raw materials policy is an essential precondition for the competitiveness of EU exports. What strategies will be effective in guaranteeing secure and sustainable supplies?

→ Mr Louis Michel, European Commissioner for Development and Humanitarian Aid

→ Mr Karl-Friedrich Falkenberg, Deputy Director General, External Trade, European Commission

→ Mr Preston Chiaro, Chief Executive, Energy, Rio Tinto

→ Mr Arvid Moss, Executive Vice-President, Corporate Strategy and Business Development, Hydro

Q & A

Moderated by

Mr Mark Brayne, former Europe Editor, BBC

II Regulatory cooperation: cutting through the red tape

(Room Durieux - 1st Floor)

Differences in regulatory regimes are increasingly an obstacle to exports. Regulatory cooperation with the United States is on a stronger footing under the Transatlantic Economic Council of 2007. What are the future prospects for TEC and similar initiatives?

→ Ms Françoise Le Bail, Deputy Director General, Enterprise & Industry, European Commission

→ Mr Stanton D Anderson, Chairman, Global Regulatory Cooperation Project, US Chamber of Commerce

→ Mr Adrian Harris, Secretary General, Orgalime

→ Ms Monique Goyens, Director General, BEUC - The European Consumers' Organisation

Q & A

Moderated by

Mr Duncan Bartlett, European Business Correspondent, BBC

III Global economic imbalances: balancing the burdens

(Room Mansholt - Ground Floor)

Managed exchange rates in Asia mean that exchange rate volatility disproportionately affects the EU. Domestic reforms necessary under the euro have not been fully carried out in key economies. How do the international environment and the euro interrelate?

→ Mr Frank Moss, Director General, International and European Relations, European Central Bank

→ Mr Gert-Jan Koopman, Director, Economic and Financial Affairs, European Commission

→ Mr Jean Pisani-Ferry, Director, Bruegel

→ Mr Ivan Hodac, Secretary General, ACEA - European Automobile Manufacturers' Association

Q & A

Moderated by

Ms Dana Spinant, Editor, European Voice

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11:50-12:15

EXPORTS AND COMPETITIVENESS IN THE EU

(Room De Gasperi - 2nd Floor)

→ Mr Günter Verheugen, Vice-President, Enterprise & Industry, European Commission

12:15-14:00

BUFFET LUNCH

14:00-15:00

PARALLEL SESSIONS IV, V & VI

IV Market access: breaking down the barriers

(Room Mansholt - Ground Floor)

Market access barriers in major trading partners and new high growth players are at the core of the Global Europe Strategy. What progress has been made and what needs to be achieved?

→ Mr David O'Sullivan, Director General, External Trade, European Commission

→ Mr Patrick Messerlin, Chairman, Steering Committee and Advisory Board, ECIPE; Director, GEM, Sciences Po, Paris

→ Mr Reinhard Quick, Chairman, Bilaterals Working Group, BUSINESSEUROPE

→ Mr Michael J. Baunton, Vice-President, Europe, Africa and Middle East Operations Division, Caterpillar

Q & A

Moderated by

Ms Dana Spinant, Editor, European Voice

V Climate change: finding cost-efficient solutions

(Room De Gasperi - 2nd Floor)

How can Europe's climate change objectives be achieved – on renewable energy or emissions trading for instance – in a cost-efficient manner? Can we find ways to ensure EU exports remain competitive on world markets?

→ Mr Jos Delbeke, Director General, Environment, European Commission

→ Ms Eija-Riitta Korhola, Member of the European Parliament

→ Dr Hans-Ulrich Engel, Member of the Board of Executive Directors, BASF

→ Mr Roland Verstappen, Vice-President International Affairs and Sustainable Development, ArcelorMittal

Q & A

Moderated by

Mr Mark Brayne, former Europe Editor, BBC

VI Innovation: moving up the value chain

(Room Durieux - 1st Floor)

There is a strong link between innovation and global competitiveness. By some measures, however, the EU is falling behind major competitors in this area. Is Europe innovative enough?

→ Mr Jan Figel, European Commissioner for Education, Training and Culture

→ Mr John Monks, General Secretary, European Trade Union Confederation

→ Mr Petri Peltonen, Director General, Ministry of Employment and the Economy, Finland

→ Mr Christian Jourquin, Chairman of the Executive Committee, Solvay

Q & A

Moderated by

Mr Duncan Bartlett, European Business Correspondent, BBC

15:10-16:00

PLENARY SESSION – GLOBAL EUROPE: WHAT HAS IT ACHIEVED SO FAR AND HOW CAN IT BE ENHANCED?

(Room De Gasperi - 2nd Floor)

→ Mr Larry Hirst, CBE, Chairman of IBM Europe, Middle East and Africa

→ Mr Pierre Sellal, Représentant Permanent de la France auprès de l'Union Européenne

→ Baroness Catherine Ashton, European Commissioner for Trade

Q&A

Moderated by

Mr Mark Brayne, former Europe Editor, BBC

16:00-16:15

CLOSING REMARKS *(Room De Gasperi - 2nd Floor)*

→ Mr Philippe de Buck, Director General, BUSINESSEUROPE