



What does it take for Europe to get its economy back on track?

Brussels, 22 June 2010 – Today, the Belgian Federation of Enterprises (FEB) and BUSINESSEUROPE officially presented the 8th European Business Summit (EBS) at the Résidence Palace in Brussels. The EBS will be held in Brussels on 30 June and 1 July 2010 and will provide a platform for business, government and opinion leaders from across Europe and the world for a refreshing debate on what is needed to put Europe back on track as economic world leader.

Rudi Thomaes, Chief Executive Officer, FEB, provided an overview of a survey that was initiated by the FEB and conducted by INSEAD and Accenture among 250 (mostly European) CEO's on what is needed to get Europe back on track. This CEO Survey gathers views on the challenges the EU is facing on its way out of the crisis and identifies key actions for building a more competitive and sustainable European Union, according to business leaders. It will be used as 'kick-off' for all discussions during the Summit and covers a broad range of topics such as macro-economic recovery, climate change and green technologies, SME policy, global trade, energy, skills and knowledge-based and digital industries.

FEB CEO Rudi Thomaes: *"With this survey of 250 CEO's, FEB has laid the foundations for a constructive common thread running through this edition of the European Business Summit (EBS). At a time when the euro zone is seeking a way out of the gravest crisis it has ever faced, pessimistic reports about it playing a subordinate role in a changing global economic new order are never far away. If we persist in peddling disharmony and showing a lack of vision with regard to the future, then this feeling of gloom will turn into a self-fulfilling prophecy. In this edition of the EBS we are fighting to prevent such an outcome and highlighting the fact that we very clearly have a choice. Now, more than ever, is the time to sharpen our focus on the future and get Europe back on track again, and that is precisely what this EBS is setting out to achieve. I expect this summit to underscore our companies' faith in the future of Europe. Furthermore, I expect this EBS to help pave the way for reforms that restore appropriate esteem for work and value creation."*

Philippe De Buck, Director General BUSINESSEUROPE underlined that *"European companies are sparing no effort to increase their activity and participate in the global upturn. This is a critical time for determining our future: the governance of the Europe, national reforms, global competition. European Business Summit should be a strong beginning of the EU's Belgian Presidency. But also, a unique opportunity to debate the key issues for the future of Europe, with those who influence decisions."*

The Guest of Honour at the press briefing, the demissionary Belgian Minister for Economy and Reform Vincent Van Quickenborne, endorsed the Summit and outlined the priorities of the Belgian EU Presidency in today's economic environment. Van Quickenborne noted that Belgium is assuming the rotating EU Presidency at a crucial time. *"EU national governments have responded swiftly and adequately to the challenges posed by the financial and economic crisis. The aftermath of the crisis has however demonstrated that the EU must foremost address its structural problems if it does not want to become a 'footnote continent': more flexible labour markets, pension reform and transformation of the traditional economy in order to focus more on green and innovative products and services. Moreover, the crisis has also made clear that in a globalised world, Europe will only*



remain relevant if it is able to speak with one voice and establish a more closely co-ordinated economic union. The Belgian presidency will focus on finalising the legislative work that aims to complete the single market and support the work of the Commission on establishing a more cohesive economic governance for the union."

To conclude Mr. Wytze Russchen, Conference Director of EBS, provided some highlights and innovations of the EBS programme.

*** end of press release ***

Today's press dossier can be downloaded at www.ebsummit.eu.

Press contacts

- **FEB**
Elin De Vits Tel. +32 2 515 08 77 - edv@vbo-feb.be
- **EBS**
Elie Naudts Tel. +32 2 515 09 18 – press@ebsummit.eu
- **BUSINESSEUROPE**
Peter Vertessy Tel. +32 2 2376503 - p.vertessy@businessseurope.eu

Reminder – subscriptions EBS 30 June-1 July and opening press conference 30 June

To meet representatives from the highest levels of industry, commerce and politics, make sure you **confirm your attendance at the European Business Summit on 30 June and 1 July**, by registering online on www.ebsummit.eu and completing the requested details under the Press Registration button.

Opening press conference 8th European Business Summit - "Putting Europe Back On Track"
Tuesday 30 June 2010, 10:30am

Tour & Taxis
Avenue du Port 86C
1000 Brussels
Belgium

The EBS team provides an online platform, called the '**Press Matching System**', to optimize the relations between journalists and organizations and to maximize the interview opportunities at the EBS. The online Press Matching System allows journalists to have access to valuable contacts. Via the system journalists can get in touch and book meetings in advance with the Business Summit's keynote speakers, CEO's and Top Executives. Journalists who are registered for the EBS will receive the necessary information to access the online Press Matching System.

The European Business Forum is looking forward to welcoming you to both the press conference and the Summit.



Note: During the Summit, the organisation will guarantee the constant production of broadcast interviews, written reports and session summaries that will be downloadable on www.ebsummit.eu. Moreover, the organisation's on-site camera crew will offer support, upon request, to video taping your one-on-one interviews and uploading them on a server in broadcast quality.

Background information

About the European Business Summit (EBS)

For the 8th time, BUSINESSEUROPE and the Federation of Enterprises in Belgium are organising the European Business Summit (EBS), which will take place on 30 June and 1 July 2010 in Tour&Taxis, Brussels.

The EBS is Europe's key platform for business leaders and decision makers to debate how to build a more competitive and sustainable European Union. Annually, the EBS attracts 2500 participants including CEO's & Top Executives, (Prime) Ministers, European Commissioners, and media. The two plenary sessions, the Presidents' Debate and the twelve interactive sessions of this EBS will focus on topics such as economic recovery, financial regulation, trade for growth, the place of Europe in the world, new skills for new jobs, climate change and energy, innovation, clean-tech, Europe's digital agenda and the future shape of the EU's socio-economic model.

This year's edition will be more innovative and more interactive. A major novelty is that the EBS 2010 will present a CEO survey collecting the views of business leaders on what Europe needs to get back on track. The 2010 EBS wants more than ever to contribute to new and sustainable growth in Europe. www.ebsummit.eu

About the CEO Survey

The CEO Survey is an FEB initiative, and was carried out by Accenture and INSEAD in April-May 2010, with the support of Microsoft and Shell. It gathers the insights of over 250 CEO's, as well as leaders from the public and private sectors, on key aspects of the European economy such as climate change and green technologies, small and medium-sized enterprises, global trade, skills and knowledge-based industries.

The research (i.e. the online survey and in-depth CEO interviews) was designed and conducted by Accenture, in collaboration with INSEAD and FEB. INSEAD led the analysis and developed the key findings. The findings from the CEO Survey will be used as a tool to fuel debate at the start of each EBS-session at the EBS.

About the Federation of Enterprises in Belgium (FEB)

The Federation of Enterprises in Belgium (FEB) is the only multi-sector employers' organisation representing companies in all three regions of Belgium. Its members, Belgium's leading sector federations, represent companies in key industrial and service sectors.

www.feb.be

About BUSINESSEUROPE

BUSINESSEUROPE is the Confederation of European Business, which represents small, medium and large companies. The confederation has been active in European affairs since 1958. BUSINESSEUROPE's members are 40 central industrial and employers' federations from 34 countries, working together to achieve growth and competitiveness in Europe.

www.businessseurope.eu



About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

www.accenture.com

About INSEAD

INSEAD is one of the world's leading and largest graduate business schools, bringing together people, cultures and ideas from around the world to change lives and transform organisations. eLab is INSEAD's centre of excellence for thought leadership, community outreach and value creation in the knowledge economy.

www.insead.edu

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