



“INVESTMENT FOR GROWTH” BUSINESSEUROPE WORKSHOP – 7 June 2013

9.15 – 10.00 OPENING SESSION

INVESTMENT CHALLENGES FOR EUROPEAN INDUSTRIAL COMPANIES

- **Session chair and opening remarks:** Markus Beyrer, BUSINESSEUROPE’s Director General
- Keynote speech - The Commission’s Green Paper on long-term investment: **Mrs Paulina Dejmek-Hack**, Member of the Cabinet of Commissioner Barnier
- An SME perspective of the current financing challenges: **Mr Hugh Morgan-Williams**, Chair of BUSINESSEUROPE’s Entrepreneurship and SME Committee, CEO of Canford Group
- A large company perspective: **Mr Alain F. Berger**, Vice-President European Affairs and Head of the Brussels Office, Alstom

10.00 – 11.00 PANEL I

FINDING THE RIGHT BALANCE BETWEEN FINANCIAL STABILITY AND ACCESS TO FINANCE

- **Session chair:** Agnès Lépinay, Chair of the BUSINESSEUROPE “Financial Affairs” Working Group
- Views of pension funds: **Mr Pierre Bollon**, Vice-Chair, PensionsEurope
- Views of insurance companies: **Mrs Michaela Koller**, Director General, Insurance Europe
- Views of banks: **Mr Robert Priester**, Deputy Chief Executive, European Banking Federation, EBF
- Finding the right balance - a view of the challenges to tackle: **Mrs Rym Ayadi**, Senior Research Fellow, CEPS

Discussion (15 -20 Minutes)

11.00 – 11.30

Coffee Break

11.30 – 12.30 PANEL II

DEVELOPING ALTERNATIVES TO BANK FINANCE FOR SMEs

- **Session chair:** Hugh Morgan-Williams, Chair of the BUSINESSEUROPE “Entrepreneurship and SME” Committee
- Improving access to finance through the corporate bond markets and securitisation: **Mr Richard Hopkin**, Managing Director in the Securitisation Division, Association for Financial Markets in Europe, AFME
- Facilitating listing of SMEs and mid-caps: **Mrs Susannah Haan**, Secretary General, European Issuers
- Prospects for venture capital: **Mr. Michael Collins**, Public Affairs Director, European Venture Capital Association, EVCA
- The need for alternative finance products: **Mr George Vella**, President of the Malta Business Bureau

Discussion (15-20 Minutes)

12.30 – 13.00

SUMMARY AND CONCLUSIONS

- **Chair:** James Watson, Director Economics, BUSINESSEUROPE

The panel participants will reflect on recommendations made in panel I and II

- **Mr Francisco Caballero Sanz**, Chief Economist, DG ENTR, Commission
- **Mrs Agnès Lépinay**, Chair of BUSINESSEUROPE's "Financial Affairs" Working Group
- **Mr Hugh Morgan-Williams**, Chair of BUSINESSEUROPE's "Entrepreneurship and SME" Committee

13.00 – 14.00

Networking Lunch



Registration and conditions

Price

€ 50 (plus VAT 21%), covering subsistence costs

Cancellation policy

Cancellations must be notified **by 28 May 2013**. For cancellations received after this date, 100% of the registration fee will be invoiced.

Please note that this invitation is personal to you or a representative designated by you. Places are limited.