

**BUSINESSEUROPE**



**CHECK AGAINST DELIVERY!**

**EFNI**

**25 SEPTEMBER 2013**

**18H00 – 22H30**

**OPENING GALA (3-5 MIN. WELCOME STATEMENT)**

**WELCOME ADDRESS BY MARKUS J. BEYRER  
DIRECTOR GENERAL OF BUSINESSEUROPE**

**SPEAKING ORDER:**

- 1) Prime Minister Donald Tusk speech
- 2) H. Bochniarz
- 3) J. Buzek
- 4) Jacek Karnowski, Mayor of the City of Sopot
- 5) Markus Beyrer, Director General of BUSINESSEUROPE
- 6) Luigi Lovaglio, Director PEKAO S.A.

BUSINESSEUROPE



Ladies and Gentlemen,

Prime Minister Tusk,

Distinguished guests,

Dear Henrika,



It is my pleasure to be back in Sopot this year and to join President Henrika Bochniarz, the Mayor of Sopot Jacek Karnowski and the partner of the opening gala, the PEKAO bank in welcoming you at this year's edition of the European Forum for New Ideas.

Knowing Henrika for years, and the EFNI audience, I am convinced that we will hear many new ideas during this year's edition.



BUSINESSEUROPE actively supports the Forum and we thank our Polish member federation Lewiatan for providing a platform to discuss the future of Europe.

I have already had the pleasure of joining the Forum last year and participated in a lively discussion on innovation.

In a few months, Ladies and Gentlemen, we will have a renewal of the European institutions.

A new European Parliament with a new President,



a new President of a new European Commission and

a new President of the European Council

will be elected.

The successors of the three Presidents of the EU institutions Barroso, Van Rompuy and Schulz will all be looking for new ideas in order to write a new chapter for Europe.



So, the theme of this year's European Forum of New Ideas with the title '*WHERE TO NOW? HOW TO RENEW THE OLD CONTINENT?*', is particularly well chosen and even more timely.

The next five years must be years of rejuvenation and must be about bringing back competitiveness to Europe.

It is of paramount importance for Europe to improve competitiveness – in particular industrial competitiveness.



Why is this so important?

The crises has clearly taught us that industry is THE vital base of healthy economies and remains THE key driver for growth – in fact, a growing and prospering industrial sector drives higher total real GDP growth overall and therefore improves competitiveness. Remember, linked to every manufacturing job, there are two high-quality services jobs.



Therefore, I want to underline that re-industrializing Europe is the road to growth and job creation. To pick up speed on this road now, we must focus on:

**Number 1: Access to finance** is THE immediate concern for companies.



Between February last year and this year – a 12 month period, lending to non-financial corporation's fell by -4.2% and credit conditions will remain tight. This is worrying.

European financial market reforms need to balance the need to ensure financial market stability and meeting companies financing needs.

**Number 2: Access to energy and raw materials** at competitive prices is another pre-requisite to the development of industrial activity.



and

**Number 3: The availability of a skilled** workforce is another challenge to be met.

European entrepreneurs must be strong co-authors of this new chapter. They must be a driving force for the upcoming renewal of the European Union.



Ladies and Gentlemen, BUSINESSEUROPE has many ideas about how European competitiveness can be reclaimed and we will be sharing those actively with all political players in the 12 months ahead.

Apart from competitiveness though, we must also open up new markets to European business: BUSINESSEUROPE is already very involved in negotiating a new transatlantic trade partnership with the United States and other agreements are possible. More open global trade will enable European companies to win market



share. Even though, we continue to strengthen the internal workings of the EU, we should not forget the global role of Europe and the business potential that exists in untapped markets.

But, I must not anticipate on the discussions we will have this evening and during the next two days.

Ladies and Gentlemen,

The crisis may have given us the opportunity to change things in the right direction. There is no time to waste. We must go ahead



and proactively implement the necessary business environment and investment climate to restore competitiveness in Europe.

So, let me conclude by repeating how much BUSINESSEUROPE values the European Forum of New Ideas and therefore appreciating the forward looking discussion and lively debates every year. Thank you!