



High-level event
Circular economy – Engaging business and Member States
7 June 2017

BusinessEurope, Avenue de Cortenbergh 168, Brussels



#CircularEconomy



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14.30 – 15.00 Registration and coffee

15.00 – 15.20 Welcome and Introduction

- **Markus J. Beyrer**, Director General, BusinessEurope
- **Irmfried Schwimann**, Deputy Director-General in DG Internal Market, Industry, Entrepreneurship and SMEs (GROW), European Commission

15.20 – 16.20 Panel 1: Engaging the private sector: Awareness raising and making the business case

The first panel will look at what challenges European businesses from different backgrounds and sizes face when moving to more circularity, with a focus on awareness raising and making the business case.

- Moderator: **Pavel Telička**, Vice President of the European Parliament and Vice Chair of the ALDE Group
- **Carl De Maré**, Vice-President ArcelorMittal Group CTO Head of Technology Strategy
- **Riikka Joukio**, Senior Vice President Sustainability and Corporate Affairs, METSÄ GROUP
- **Vibeke Svendsen**, Chief Executive Officer (CEO), Envotherm (SME)
- **Grzegorz Radziejewski**, Member of Cabinet of Jyrki Katainen, European Commission Vice President responsible for Jobs, Growth, Investment and Competitiveness

Followed by interventions from the floor.

16.20 – 16.40 Coffee break

16.40 – 17.40 Panel 2: Engagement Member States on circular economy

The second panel will discuss ways to ensure that all Member States are actively involved in the shift towards more circular economy in Europe.

- Moderator: **Pavel Telička**, Vice President of the European Parliament and Vice Chair of the ALDE Group
- **Ado Lõhmus**, Deputy Secretary General, Ministry of Environment of Estonia
- **Jaromír Manhart**, Director for the Department of Waste, Ministry of Environment of the Czech Republic
- **Anna Will-Szczepankowska**, Minister Counsellor and Head of Economic and Trade Section, Permanent Representation of the Republic of Poland
- **Alexander Kessler**, Chairman of the BusinessEurope Waste Task Force and Senior Manager Environment, Technology and Sustainability, Federation of German Industries (BDI)

Followed by interventions from the floor.

17.40 – 18.00 Closing remarks

- **Kęstutis Sadauskas**, Director for Circular Economy and Green Growth, DG Environment
- **Alexandre Affre**, Director Industrial Affairs, BusinessEurope

- **Opening keynotes**

Markus J. Beyrer has been Director General of BUSINESSEUROPE since late 2012. Prior to this he held the positions of CEO of the Austrian Industry Holding ÖIAG, Director General of the Federation of Austrian Industries (IV) and Director for Economic Affairs of the Austrian Federal Economic Chamber.



Before this Mr Beyrer served as Chief Economic Advisor to the Federal Chancellor of the Republic of Austria, Dr. Wolfgang Schüssel. In addition to his executive positions, Mr Beyrer held a number of non-executive board functions in various Austrian industrial companies and was a member of the non-executive board of the Austrian Central Bank.

Mr Beyrer read Law and Commercial Sciences in Vienna, graduating in law at the University of Vienna. Later he completed postgraduate studies in European Law at the Danube University in Krems (Austria) and the Stanford Executive Program at the Graduate School of Business at Stanford University.

Since March 2016, **Irmfried Schwimann** is Deputy Director General in the European Commission's Directorate General for Internal Market, Industry, Entrepreneurship and SMEs. She is responsible for the Modernisation of the Single Market, the Single Market for Public Administration and the COSME Programme. Previously Ms Schwimann was Director in the European Commission's Directorate General for Competition; she is responsible for antitrust, merger and state aid control in the financial services sector. Beforehand, Mrs Schwimann was head of DG Competition's financial services antitrust unit (2006-2008) and head of DG Internal Market's Financial Services Policy unit (2003-2006). Mrs Schwimann also worked on retail financial services and payment issues within DG Markt (1999-2002) and was a member of Commissioner Bolkestein's Cabinet (2002-2003). Mrs Schwimann studied law at the University of Linz/Austria as well as political science at the Institut d'Etudes Politiques in Paris. Before joining the Commission Mrs Schwimann worked for the Austrian Ministry of Foreign Affairs (1984-1989) as well as for an Austrian Insurance group (1989-1999).



- **Moderator Panel 1 and 2**

Pavel Telička is Member of the European Parliament (MEP) with the ALDE Group and Vice-President of the European Parliament. Pavel Telička was elected in the Czech Republic after having significantly contributed to the country's integration into the EU throughout his career.



After having obtained a law degree from the Charles University in Prague, he joined the Ministry of Foreign Affairs of the Czech Republic, where he also held various senior positions, including that of 1st Deputy Minister of Foreign Affairs and State Secretary for European Affairs. As such, Mr. Telička was the Chief Negotiator of the Accession of the Czech Republic to the European Union.

His successful efforts were recognised by former President Vaclav Havel, who awarded him a Memorial Medal. Subsequently, Pavel Telička served as Czech Ambassador to the EU and as first Czech European Commissioner. In 2004, he co-founded and directed BXL Consulting Ltd, an EU affairs consultancy firm until 2013, when he began campaigning for the European elections.

In May 2014 he was elected to the European Parliament, running for the Czech liberal movement 'ANO 2011'. Mr. Telička is Vice-President of the European Parliament and coordinator of ALDE MEPs in the Committee on Transport and Tourism, where he focuses especially on aviation, railway and road transport and integrated ticketing. Additionally, Mr. Telička is a substitute member of the Committee on Industry, Research and Energy, where he is currently working on circular economy, energy policy, digital economy and PRIMA programme. Other political interests include better EU regulation, foreign policy and human rights and democracy in the world.

• **Panel 1 – Engaging business**

Carl De Maré is a Civil Engineer with a Master in Electro-Mechanical Engineering from the University of Gent. He joined ArcelorMittal on September 1988, and has since been active in different areas as IT developments, the company’s research center for steel applications, and quality responsible for the finishing area.

Carl was general manager of the Steelplant department of ArcelorMittal Gent from 2002 to end 2006. He then moved to the segment level, first as Continuous Improvement responsible for Flat Europe and was since May 2008 nominated to Vice-President of ArcelorMittal as CTO of Flat Carbon Europe, responsible for technology, strategy, innovations and continuous improvement.

Since 2014, he was nominated to Vice-President ArcelorMittal as Head of Technology Strategy. In this function he is responsible for the global program on Low Impact Steel technologies.



Riikka Joukio is Senior Vice President, Sustainability and Corporate Affairs at Metsä Group in Finland. Metsä Group is a forerunner in the bio-economy, utilising renewable wood from sustainably managed northern forests, and promoting circular economy and partnerships in the value chain. The bio-product mill is a flagship project and currently under construction in Äänekoski Finland.

Riikka holds a Master’s degree in graphic arts and paper technology as well as in strategic management and international marketing. She has acquired extensive work experience in global forest and packaging

industries having held several technical, marketing and R&D positions, and teaching in the university of technology. Riikka has a strong engagement with several national and international organisations and networks in the field of forests, environment and industry.



Vibeke Svendsen is the CEO of Envotherm A/S, and the chair of Danish Industriess (DI) SME Committee. In 2007, she left her job as CFO for Cimbria Tømmerhandel A/S to start Envotherm, a company that develops and produces water treatment systems to everything from businesses with waste water containing heavy metals to radioactive waste water. The products of Envotherm focus on making an environmentally friendly sorting of waste water.

Vibeke Svendsen holds a master in Business Administration and Auditing from University of Southern Denmark. She obtained the degree

whilst working as an auditor for KPMG, where she worked for 12 years, before becoming CFO of the International Business College, Kolding. She is a member of the advisory team for the Danish Government for the Environmental Protection Agency, and member of board for Dansk Miljøteknologi a trade organization for eco-technology and GroNet, a local network for small business. Vibeke Svendsen has been a member of board for DI’s SME committee since 2013, before becoming chair in 2016.



Grzegorz Radziejewski is currently member of cabinet of Jyrki Katainen, European Commission Vice President responsible for Jobs, Growth, Investment and Competitiveness. He joined Mr Katainen's team in November 2014, and his current responsibilities cover green growth, energy union, transport and budget. In the previous Commission mandate, since June 2012 he was Deputy Head of Cabinet and subsequently Head of Cabinet of Mr Lewandowski, Commissioner responsible for budget and financial programming. Before joining the Commission he served as Financial Counsellor in Poland's Permanent Representation to the EU from January 2007 to May 2012 as the Head of Budget and Finance Section. Before moving to Brussels he worked in the Finance Ministry in Warsaw, Poland from 1999 to 2006.



• **Panel 2 – Engaging Member States**

Ado Lõhmus was born on 13 July 1983 in Saaremaa, Estonia. In 2005 he graduated in Chemical and Environmental Engineering at the Tallinn University of Technology in Tallinn.

During 2004-2007 he worked in private sector company Bioexpert as a project manager for environmental engineering solutions. In 2007 he started his civil servant career in Estonian Ministry of the Environment:

- From 2007 - 2010 as a officer of regulatory impact assessment and strategic planning.
- From 2010 - 2012 as a senior officer and adviser for organisation development issues.

Since 2012 he is working on Deputy Secretary General position, covering environmental management and mineral resources policy areas, issues related with SDGs, circular economy, eco-innovation, environmental impact assessment, industrial emission directive, environmental taxation, environmental monitoring, voluntary schemes and mining policy. Lately was added to his responsibilities waste and chemical management issues.



Jaromír Manhart is experienced in the waste management, technologies and planning, contaminated sites as well as with the transposition and implementation of the European Community waste laws in the Czech Republic since 2002. Jaromír is the director of the Waste Management Department at the Ministry of the Environment of the Czech Republic since 2011 until now meanwhile in 2013 spent in SGS Czech Republic.



Anna Will-Szczepankowska is an economist with long work experience. Since 2000, after many years in corporate business, she has joined the public administration in the Ministry of Economic Development. As the Deputy Director of the European Affairs Department since 2002, she has managed all the aspects related to the Single Market and Competitiveness. In 2012 she was assigned the position of Minister Counsellor in Permanent Representation of Poland to EU where she leads the Economic Section. The section covers a wide portfolio of EU policies: energy, competition, competitiveness, single market industry and trade.



Alexander Kessler is a Senior Manager at the Federation of German Industries (BDI) since 2002. He represents the Department of Environment, Technology and Sustainability in the BDI Brussels office. Before that, Alexander Kessler worked for a European consulting company as well as scientific advisor to Members of the European Parliament.

Alexander Kessler focuses on European waste policy issues. As chair of the Waste Task Force of BusinessEurope he is involved in the revision of waste directives proposed by the Commission in the context of the Circular Economy package. Alexander Kessler has graduated and obtained a doctorate in German law at the Freiburg University.



- **Closing keynotes**

Kestutis Sadauskas has been the Director for Circular Economy and Green Growth at the DG Environment of the European Commission since November 2014.

He holds Master degrees from Vilnius University in Political Science/International Relations and Geography. From 1993 until 2006 he worked at the Lithuanian Foreign Service on multilateral issues.

In September 2006, Kęstutis Sadauskas was appointed Head of the Representation of the European Commission in Vilnius. From April 2010 until October 2014 he was Head of the Cabinet of Commissioner Algirdas Šemeta responsible for Taxation, Customs, Anti-fraud, Audit and Statistics.

Kęstutis Sadauskas is a Lithuanian national.



Alexandre Affre is Director for the Industrial Affairs department at BusinessEurope. Alexandre is responsible for the overall policy coordination on energy, environment, industrial policy and research & innovation. He played a major role in the political discussions leading up to the adoption of the Industrial Emissions Directive and the Energy Efficiency Directive.

More recently, he coordinated BusinessEurope's vision on a 2030 framework for energy and climate policies.

Alexandre is a trained scientist and holds a Master in Ecology from the Université Pierre et Marie Curie. A French national, he now lives in Brussels.

