

BUSINESSEUROPE WORKSHOP WITH THE SUPPORT OF THE BULGARIAN PRESIDENCY OF THE COUNCIL OF THE EU

EU INDUSTRIAL STRATEGY: WHAT HEADLINE INDICATORS FOR A LONG-TERM VISION?

Friday 26 January 2018 | 09:00 – 13:00
BusinessEurope, Avenue de Cortenbergh 168, 1000 Brussels

08:30 – 09:00 Registration and coffee

09:00 – 10:30 Part I: Discussing a long-term vision for an EU industrial strategy

A long-term vision for Europe's industry must seize the benefits and market opportunities from macro trends that already lie in front of us. This requires a better understanding of the transformations currently under way and the key challenges ahead. Defining a long-term vision is fundamental to steer change and ensure we shape progress according to our values and objectives.

The following panellists will debate this issue, moderated by **Alexandre AFFRE**, Director of Industrial Affairs of BusinessEurope:

- **Benedikt KUTTENKEULER**, Head of Siemens Government Affairs EU Office in Brussels
- **Kalin TOMOV**, Counsellor for Economic Affairs, Permanent Representation of the Republic of Bulgaria to the EU
- **René VAN SLOTEN**, Executive Director, CEFIC
- **Fabian ZULEEG**, Chief Executive and Chief Economist, EPC

10:30 – 10:45 Coffee break

10:45 – 12:15 Part II: Discussing headline indicators

The EU set the objective of reaching 20% of industrial value added by 2020. We stand now at 15,6%, considerably below the target. In view of 2030, it is the moment to reflect upon a new set of meaningful indicators that reflect whether EU is on the right track for a strong and modern European industry, and its position in relation to main competitors.

The following panellists will debate this issue, moderated by **James WATSON**, Director of Economic Affairs of BusinessEurope:

- **Paolo CASINI**, Economic Data Analyst, DG GROW, European Commission
- **Reinilde VEUGELERS**, Senior Fellow, Bruegel Institute
- **Cornelius BÄHR**, IW Köln Consult GmbH

12:15 – 13:00 Networking lunch

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