



Networks and Contacts: Whom should I know and where do I meet them?

Brussels, 10 February 2011

Summary

- What is BUSINESSEUROPE?
- Brussels landscape: not difficult but complex!
- Networks and contacts: Who are we talking to?
- Leave a trace: Useful communications tools
- Networking Trends



What is BUSINESSEUROPE?

- 40 Members in 34 countries
- Representing small, medium and large companies
- Social Partner
- **Mission:**
 - To work together to achieve growth and competitiveness in Europe
- **Purpose:**
 - Influence EU policies to create a business-friendly environment



BUSINESSEUROPE features

- Represents leading (and committed) national business organisations
- Coordination culture with our members
- Strategy of political communication
- Working together with main European sector organisations
- International vocation
- Transparency of opinions and activities



What issues does BUSINESSEUROPE deal with?

**INDUSTRIAL
AFFAIRS**

ECONOMICS

**LEGAL
AFFAIRS**

**INTERNATIONAL
AFFAIRS**

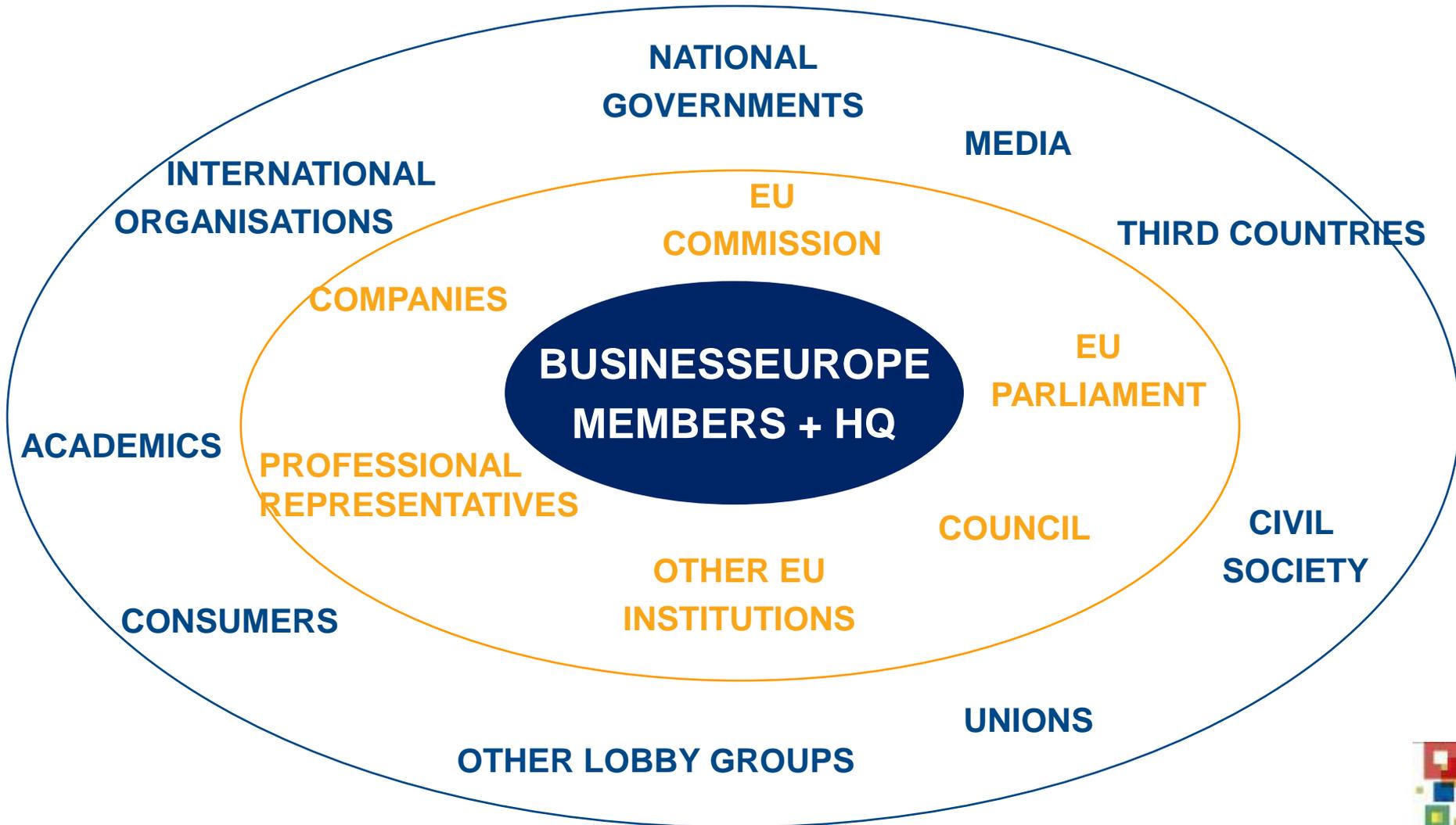
**SOCIAL
AFFAIRS**

**ENTREPRENEURSHIP
& SMEs**

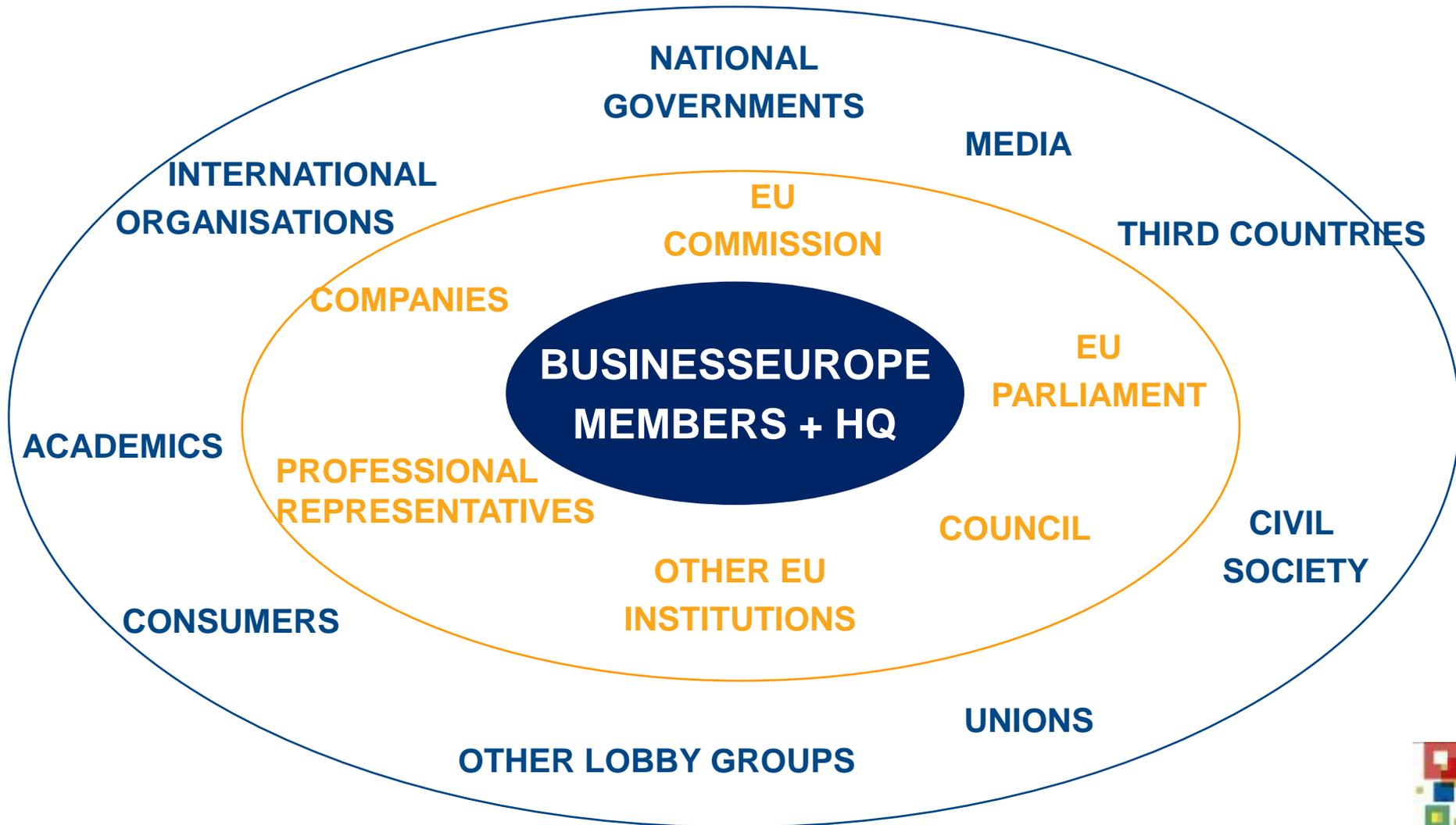
**INTERNAL
MARKET**



Brussels landscape: not difficult but complex!



Networks and contacts: Who are we talking to?



Who are we talking to: KEY AUDIENCES

MEMBERS

EU and national
REGULATORS

PRESS

- ❖ RELEVANT MESSAGES
- ❖ TIMING/PLANNING
- ❖ FREQUENCY/OPPORTUNITY
- ❖ CREATIVITY/EYE-CATCHING

But the others matter too!



Leave a trace: Useful communications tools





GO FOR GROWTH



AN AGENDA FOR THE EUROPEAN UNION IN 2010-2014

Communications tools: Examples

Online Headlines

Headlines

Wednesday, 13 January 2010

No. 2010-01

PRESIDENT THUMANN MEETS BUSINESSEUROPE BELGIAN MEMBER VBO-FEB

On 12 January 2010, Jürgen R. Thumann, President of BUSINESSEUROPE, attended a Board meeting of the Federation of Enterprises in Belgium VBO-FEB at the invitation of its President Thomas Leysen. He presented his views on challenges and priorities for 'Europe in a changing world', highlighting in particular the need to boost skills and innovation, put in place modern employment and social policies, bolster open trade, and reconcile energy, environment and competitiveness policies in the EU. The meeting was also the opportunity to discuss business priorities for the new Trio of presidencies, Spain, Belgium and Hungary. [Read more](#) or contact: [Philippe de Buck](#)

JÜRGEN THUMANN MEETS NEW US AMBASSADOR

BUSINESSEUROPE's President Jürgen Thumann, also co-Chair of the Transatlantic Business Dialogue, on 13 January welcomed the new US Ambassador to the European Union, H.E. William Kennard, to Brussels on behalf of the European business community. Mr Thumann highlighted the importance of enhanced transatlantic economic relations for European companies and raised a number of priority issues. These included the need for revitalised work on the Transatlantic Economic Council after a year of transition, BUSINESSEUROPE's hopes for progress in the World Trade Organisation's Doha Round and progress on energy and climate issues after the Copenhagen conference. BUSINESSEUROPE believes that a robust and cooperative EU-US relationship is vital to solving many global and bilateral challenges. [Read more](#) or contact: [Eoin O'Malley](#)

THE GAME IS NOT OVER FOR THE SERVICES DIRECTIVE!

On 28 December 2009, the Services Directive entered into force after three years of transposition into the various national legal orders. This is just the first important step towards realisation of the single market for services in Europe. 2010 will be a decisive year to judge through the mutual evaluation process whether theory in laws turns into tangible benefits for services providers and consumers so much needed in the current economic downturn. The Commission will play a key role in ensuring robust and high-quality transposition and even enforcement. Equally important is to inform and raise awareness among citizens and particularly SMEs about those expected benefits. In this regard, the Commission has made available extensive information material [here](#). [Read more](#) or contact: [Carlos Almaraz](#)

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Press release

PRESS RELEASE

19 December 2009

European business disappointed by limited outcome of Copenhagen Summit

European business is committed to tackling climate change globally and is therefore disappointed by the limited outcome of the Copenhagen climate summit.

We welcome that the Copenhagen Accord reinforces the political commitment by international leaders to limit global warming to 2° C. It now has to quickly lead to a legally binding agreement because companies need predictability to develop the new green solutions on which a future low-carbon economy will depend.

We strongly regret, however, that our major economic partners only repeated their limited mitigation commitments. Therefore the Copenhagen Accord has not brightened the prospect for a global level-playing field in the future.

On the contrary, European companies have to pay for their emissions under the EU Emission Trading Scheme and are as exposed to carbon leakage as they were before Copenhagen.

More predictability should have been given on the future of private financing schemes like the Clean Development Mechanism.

NOTE TO THE EDITOR

BUSINESSEUROPE – the Confederation of European Business represents more than 20 million small, medium and large companies. Active in European affairs since 1958, BUSINESSEUROPE Members are 40 central industrial and employers' federations from 34 countries, working together to achieve growth and competitiveness in Europe.

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Communications tools: examples

Publications

Economic Outlook
Autumn 2009

BUSINESSEUROPE

A BUMPY ROAD TO RECOVERY

First signs of stabilisation ...

- Recent data and confidence indicators suggest that economic activity is stabilising in the EU and that the recession might be drawing to a close.
- Fiscal and monetary stimuli together with resilient growth in Asia have led to improved economic prospects.

... but no reason for leaps of joy

- However, BUSINESSEUROPE does not yet see the conditions for sustained growth and predicts a bumpy road ahead for the recovery.
- EU real GDP is estimated to contract by 3.9% this year before increasing by 0.7% in 2010.
- Long-lasting consequences of the crisis are notably expected on investment, employment and public finances.
- Against the backdrop of significant overcapacity and rising unemployment, inflation in the euro area will remain subdued, averaging 0.3% this year and rising to a mere 1.3% in 2010.

Unresolved challenges must be addressed

Beyond past losses in output and income levels, BUSINESSEUROPE's member federations are concerned about the risk that the current crisis will negatively affect the EU's growth potential in the years ahead. The following challenges will need to be resolved:

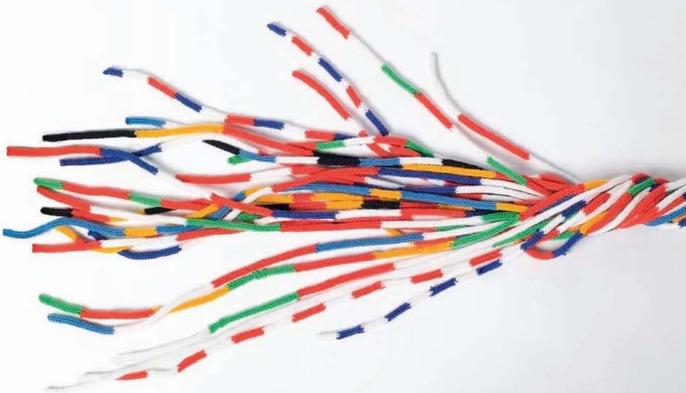
- 1 Stabilise financial markets**
The financial system must be fixed and the credit flow restored. A recovery is impossible without improved access to finance and an appropriate evaluation of risk to support business investments.
- 2 Ensure long-term sustainability of public finances**
With the impact of demographic ageing to be felt in the near future, confidence in the sustainability of public finances must be restored. However, withdrawing stimulus measures prematurely or merely reverting to tax hikes would obliterate any hope of a sustained economic revival.
- 3 Boost reforms supporting investment, innovation and skills**
Structural reforms are a precondition for a lasting return to growth, job creation and healthier public finances. These must create a more attractive environment for entrepreneurship and innovation, address rising unemployment and boost skills for the upturn.

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BUSINESSEUROPE

Unfolding Europe's future

WHAT COMPANIES EXPECT FROM THE EUROPEAN PARLIAMENT IN 2009-2014



Communications tools: Examples

BUSINESSEUROPE Climate Change Conference



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BUSINESSEUROPE

THEMES
MEDIA
ABOUT US
SERVICES
SEARCH

Go for growth

In a large policy document presented on 26 January 2010, BUSINESSEUROPE and all its members propose an agenda for the European Union in 2010-2014. Go for growth should be more than just a slogan. It should inspire every political decision. BUSINESSEUROPE counts on the EU institutions to implement this agenda for sustainable growth. Companies for their part, bring their contribution to achieve a dynamic and innovative resource-efficient economy.

Next >>>





Spanish Ambassador to the EU *(article)*

A couple of weeks before Spain takes the reins of the European Union for six months BUSINESSEUROPE received Ambassador of Spain to the EU Carlos Bastarache for an exchange of views on the country's priorities for its 4th EU presidency.

Implementing the changes introduced by the Lisbon Treaty, following-up on the EU's response to the crisis – especially on proposals on a future EU 2020 strategy and on financial supervision, and strengthening citizens' involvement and the role of the EU as a global player are the Spanish presidency's four priorities.

Other fields for priority actions include external relations – especially relations with the USA and Latin America, follow-up to Copenhagen COP-15 decisions, energy and taxation.

On this occasion BUSINESSEUROPE recalled that it expects the Spanish presidency to put companies and their competitiveness at the heart of its policy agenda.

[Previous news!](#)

News

The game is not over for the services directive! – 2010 will be a decisive year 28/12/2009

European business disappointed by limited outcome of Copenhagen Summit 19/12/2009

China's public procurement policies: European business increasingly concerned 18/12/2009

Spanish Ambassador to the EU visits us to discuss policy priorities of the Spanish Presidency 15/12/2009

Message to the European Council on 10-11 December 2009 08/12/2009

ISSUES

Better Regulation

Trade

Finance

SMEs

Climate change

GROWTH

Intellectual Property

Single Market

Energy

ECONOMY

Social Dialogue

Services

R&D

Flexicurity

VIDEOS



Interview with the Secretary General of BUSINESSEUROPE

Interview with the Secretary General of BUSINESSEUROPE ahead of the ECOWAS Trade & Investment Conference, which took place in Brussels on June 4-5.

Date: 06/06/2009

Switch

Corporate Videos | All the videos

CALENDAR

2010

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JAN

Business priorities for the new Commission

Presented by President Truhans - on the day the whole Commission is voted on

2010

07

FEB

Economic Outlook

Our report and outlook for the next six months

All Calendar entries

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Fédération des Entreprises de Belgique (FEB)

Verbond van Belgische Ondernemingen (VBO)

See member information

SITEMAP

THEMES

- Climate change
- Economy
- Global trade
- ESMEs
- Better regulation
- Innovation
- Industrial policy
- Legal affairs
- Internal market
- Social policy

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ABOUT US

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- 140 members in 34 countries
- History of the organisation
- The headquarters in Brussels
- Policy committees and working groups
- ASGroup – our partner companies
- Alliance for a Competitive European Industry
- Alliance for CSR
- Employers' Resource Center
- BOSMIP 2 (soon BOSMIP 3)
- Campaign for healthy workplaces 2008-2009
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SERVICES

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MF. Fau

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10 February 2011

Networking Trends

- Increased dialogue with rotating EU Presidencies and Council formations
- Keep pace with “new” institutions: Permanent Presidency of European Council, Commission external service, G-20.
- Events, events, events
- Leave a trace

**Plan ahead and share the networking work
if you can!**

