

EU EXECUTIVE PROGRAMME 2009

Seminar 1

27 April 2009, at FEB, Brussels

"Shaping a Challenging EU Agenda for Enterprise in 2009: securing your business interests"

A one day seminar – all speakers confirmed

Outline of the Day

08.30-09.00 *Registration Coffee/Refreshments*

09.15-10.30 *Opening Session*

- Welcome by **Mr Thomas Leysen**, President, FEB
- Welcome by **Professor Paul Demaret**, Rector, College of Europe
- Keynote speech by **Mr David O'Sullivan**, Director General of Trade & former Secretary General of the European Commission
- Facilitator, **Dr Carol Cosgrove-Sacks** [College of Europe] on the key issues of the Seminar.

10.30-11.00 *Networking Break Coffee*

11.00-12.30 *Panel 1 – The EU and Business: a two-way street -
Representing Business Interests to EU Policy Makers*

Chair/Moderator :

- **Professor Jacques Pelkmans**, Director of the European Economics & Business Programme, College of Europe

⇒ **Goal:** to explain the decision-making procedures for EU policies and the ways in which business can positively influence the EU Agenda

Speakers:

- **Mr Roland Verstappen**, Vice President, International Affairs, ArcelorMittal
- **Mr Staffan Jerneck**, Director, Centre for European Policy Studies (CEPS)
- **Dr Michael Kohler**, Head of Cabinet of the European Commissioner for Maritime Affairs & Fisheries, **Mr Joe Borg** [Visiting Professor at the College of Europe]

Interactive discussion between the Participants and the Speakers, moderated by **Professor Pelkmans**

12.45-14.00 *Lunch*

14.00-15.30 *Panel 2 Opportunities & Constraints in EU Dialogue with Stakeholders*

Chair/Moderator

- **Mr Dennis Kredler**, Director of Strategy, European Roundtable of Industrialists

⇒ **Goal:** to provide participants with information about EU priorities for 2009-2010, guidance on the changing EU institutional landscape (e.g. European Parliament elections, new European Commission), and issues regarding transparency & lobbying.

Speakers:

- **Ms Ulrika Barklund Larsson**, Ambassador, Deputy Permanent Representative from the Permanent Mission of Sweden to the EU
- **Mr Tom Spencer**, former MEP, & Executive Director of the European Centre for Public Affairs, University of Surrey, UK
- **Ms Magda Stoczkiewicz**, Director, Friends of the Earth, Brussels

⇒ Interactive discussions moderated by **Mr Kredler**

15.30-16.00 *Networking Break - Refreshments*

16.00-17.15 *Panel 3 – – Practical Guidance for Effective Representation*

Chair/Moderator

- **Baron Daniel Janssen**, Hon. President, Solvay SA & Chair, Advisory Board of the EU Executive Programme of the College of Europe

⇒ **Goal:** to provide clear guidelines for conducting a dialogue with the EU institutions, e.g. giving input to a Commission White Paper, contributing to European Parliament decisions, organising meetings with European Commission services, in a time of economic crisis and uncertainty.

Speakers:

- **Dr Hans Glatz**, representative for Policy & External Relations, Daimler AG
- **Mr Jan Muehlfeit**, President, Microsoft Europe
- **Mr Eric VAES**, CEO, Best Practice Corporate Affairs

⇒ Interactive discussion moderated by **Baron Janssen**

17.15-17.30 *Review of Main Points from the Programme by the Facilitator
Dr Carol Cosgrove-Sacks*

17.30 *Closing Drink*