



EU2020 WHAT ROLE FOR EUROPEAN BUSINESS?

The Bruges European Business Conference is a joint initiative of the College of Europe's new specialisation on European Economic Integration and Business, Deloitte and a range of prominent companies and business associations. All stakeholders expect to benefit from a thorough exchange of ideas, best-practice examples and analysis of EU-related issues of importance to European business.

PROGRAMME

Background and purpose

The year 2010 will confront European governments with the fallout from the financial crisis. Unemployment is expected to reach double digit figures at a moment where concerns about climate change and ageing populations come to the fore and set limits to classical economic growth. Policy-makers around the world are planning the exit from the crisis and conceiving ways to reconcile the creation of new jobs with the challenges of the next decades.

'EU2020' has been designed by the European Commission as a successor to the Lisbon Strategy and aims at shaping a "new sustainable social market economy, a smarter, greener economy, where our prosperity will come from innovation [...] and where the key input will be knowledge". It expresses the need to find "new sources of growth to replace the jobs lost in the crisis".

The First Bruges European Business Conference will discuss the role European business can play in the pursuit of EU2020 goals.

Venue: College of Europe, Dijver 9-11, Bruges

08.15 - 08.45: Arrival and registration

08.45 - 09.00: Welcome by Rector Professor **Paul Demaret** and Introduction by Professor **Jacques Pelkmans**, Director European Economic Studies Department

09.00 - 11.45: Plenary session on horizontal topics (room E, coffee break)

11.45 - 13.00: Three workshops on horizontal topics (rooms E, F, G)

13.00 - 14.00: Lunch break (Dijver 11, Room A/B)

14.00 - 17.00: Three workshops on sectoral topics (rooms E, F, G, coffee break)

17.00: End of the conference

In partnership with
Deloitte.

Plenary session on horizontal topics

Room E, 09.00 - 11.45, one coffee break

Three Horizontal Workshops

Rooms E, F and G, 11.45 - 13.00 hrs

1) Business Views on EU2020

European business is disillusioned with the results of Lisbon-2010. Although participation rates of workers have steadily increased, growth in the EU is sluggish and the productivity gap with the US remains wide. This workshop is meant to hear the voices from business and discuss realistic options for the EU at large. Should the Union go through another decade of very soft promises which assume very little cloud in the domestic politics of the Member States? Is business in favour of exploiting 'hard competences' (e.g. the single market) rather than intergovernmental strategies which have neither accountability nor 'ownership' at the national level? How realistic is it to claim sustained investments in public R & D, higher education and innovation when fiscal consolidation is a must for another 3 - 5 years? How can innovation and business R & D be pursued in a period of modest growth and profits? How genuine is the quest for 'radical reforms' and are voters ready for it? And finally, do European citizens want a more dynamic economy and do they appreciate the slogan "creating a competitive, connected and greener economy"?

Chair: **Jacques Pelkmans**, Jan Tinbergen Chair and Director, European Economic Studies Department, College of Europe

Speaker: **Marc Stocker**, Chief Economist BusinessEurope

Discussants: **Outi Slotboom**, Head of Unit Lisbon Coordination, DG Enterprise and Industry, European Commission;
Constanze Picking, Director, Daimler EU Corporate Representation Brussels

2) Innovation in European business

There is widespread agreement that Europe's priority is to enhance innovation. EU and national innovation policies have been pursued for quite a while but the dissatisfaction with them remains. The EU is better in creating knowledge and inventing than in turning these findings into marketable products and services. A recent Business panel commissioned by DG Enterprise has written a report attempting to move Europe from a knowledge society to an innovation society: "Re-invent Europe through innovation" (November, 2009). Its Chair, Mr. Diogo Vasconcelos, will serve as lead speaker in this

workshop. Should the EU boldly invest in new infrastructures and, if so, who pays for it and how much? How can private incentive structures and society's needs be conciliated? What does it mean if we want the EU to set clear innovation targets? How can the European Investment Bank be turned into a pan-European Innovation Bank? Why is the service sector in Europe on the whole a poor innovator and how can this be changed? How can responsible risk-taking be encouraged in European business?

Chair: **Aimé Heene**, Professor, University of Ghent and College of Europe, European Integration and Business Programme

Speakers: **Diogo Vasconcelos**, Distinguished Fellow, CISCO; **Wim Vanhaverbeke**, Professor, Hasselt University, Vlerick School of Management, ESADE Business School

Discussants: **Luc Soete**, Director MERIT, Maastricht and UNU-INTECH; **Keith Sequiera**, Innovation Policy Development, DG Enterprise and Industry, European Commission; **William Stevens**, CEO & Founder, Europe Unlimited

3) Lowering red tape for EU business

The previous Commission has put considerable emphasis on Better EU Regulation in general and red-tape reduction in particular. In a unique and comprehensive exercise, the costs of red-tape in EU regulation have been estimated and different proposals are now pursued with a view to reducing red-tape. The benefits from the red-tape initiative should be both 'visible' for business and cost-reducing. This is welcome, not least for SMEs where the relative burden is known to be much higher than for big firms.

This workshop will assess the concrete benefits that have already been reaped and further projects in the pipeline. Subsequently, the question arises as to what more the new Commission can do? How does business experience the measures taken so far and what are the challenges for proper implementation? Within the Member states, what are good practices in terms of making sure that companies know about improved rules, understand them and implement them efficiently? Can business have a meaningful influence via consultation and working groups?

Chair: **Richard Doherty**, Deloitte, Lead Client Service Partner European Institutions

Speakers: **Erik Berggren**, Senior Adviser, BusinessEurope; **Hilde Van de Velde**, Director, Deloitte

Discussants: **Geneviève Pons-Deladrière**, Head of Unit, Secretariat General, Administrative Burden Reduction, European Commission; **Henrik Brinkmann**, Project Manager Good Governance, Bertelsmann Stiftung, Brussels Office

12.00 - 13.00: Lunch break (Room A + B)

Three sectoral Workshops

Rooms E, F and G, from 14.00 – 17.00 hrs, with one coffee break

1) Logistics and the Internal Market

The competitiveness of European industry is dependent on efficient transport and logistics services. Today, European logistics service providers are global market leaders which help European companies to stay competitive in global markets. However, the lack of a truly harmonized Internal Market for all modes of transport and services is hampering a seamless and more environmental-friendly cross-border transport flow, which in the end costs time, money and energy. There are market barriers for road transport, cross-border rail freight

and a slow implementation of a European Single Sky.

This workshop will try to show that in order to bring Europe's economy back on track, the low hanging fruit is to focus on the completion of the Internal Market for transport. In order to achieve this goal we need a new and integrated approach when it comes to policy-making in the EU.

Chair: **Jacques Pelkmans**, Jan Tinbergen Chair for European Economics, Director, European Economic Studies, College of Europe

Speaker: **Carsten Hess**, Head of Corporate Representation Brussels, Deutsche Post DHL

Discussant: **Pawel Stelmazczyk**, Head of Unit, DG TREN, European Commission

2) Energy and EU 2020

Energy is a crucial part of the EU 2020 strategy and the future development of the European economy. Sustainable growth and the shift to a low-carbon economy are among the three key priorities. EU decarbonisation in line with short and long-term climate change targets will critically depend on a low or near zero carbon power sector by 2050.

This workshop will discuss possible pathways to move into that direction and their implications both for business and policy-makers. Particular focus will be on exploring different technology options and identifying the key choices and trade-offs for business and policy, the interaction between these two players being seen as one of the major determinants for a successful move to a EU low-carbon society.

Chair: **Christian Egenhofer**, Senior Research Fellow, CEPS, Brussels

Speakers: **Jan Bakkes**, Project leader of a major study 'Getting into the right lane into 2050, Netherlands Environmental Assessment Agency; **Nicola Rega**, Advisor & Project manager on Eurelectric's 2050 Power Choices Study

Discussant: **Jean-Paul Peers**, Vice-President, Energy and Climate Policy, Siemens

3) Health and Ageing in Europe

The key role of health has been broadly recognized and is an integral element in most major EU strategic initiatives – such as its strategies for growth and jobs and sustainable development.

This Workshop will discuss to what extent the EU 2020 Strategy adequately reflects the challenges ahead: the impact of the rising cost of healthcare, the demographic challenges, and the economic and healthcare benefits of new technologies and innovation (in systems, products and services). The workshop will also address business consequences, including the implications of adjusting to underlying trends leading to changes in the labour market rules and social security coverage (such as organisation of work and unemployment, pensions, etc.).

Speaker: **Louis-Charles Viossat**, Global Government Affairs and Policy Director, Abbott Europe

Discussants: **Colin Mackay**, Director Communication & Partnerships, EFPIA; **Alain Sommer**, Chairman, BIAC's Health Group

17.00: End of the conference

For further information on the European Economic Integration and Business Programme
www.coleurope.eu/EEIB