



Brugge

College of Europe  
Collège d'Europe



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In partnership with

**Deloitte.**

24 March 2011

## Second Bruges European Business Conference

# “Liberating the Power of Services”

College of Europe, Bruges campus, Dijver 9 - 11 (city center)



The Bruges European Business Conference is a joint initiative of the College of Europe's new specialisation on “European Economic Integration and Business” and Deloitte. 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.

**Business, academics and European policy-makers come together to debate the agenda facing service companies and set out the priorities for further liberalisation. Bring your business issue to the attention of EU Commissioner for Internal Market and Services Michel Barnier!**

- How does your company cope with setting up new operations or service centres in different EU countries?
- Do you still have difficulties with deploying staff optimally across Europe?
- How do national or local regulations get in the way of doing business effectively?

The College of Europe, in partnership with Deloitte, will host a major business conference on 24 March 2011 in Bruges. The conference will assess the regulatory and operational environment facing business, four years after the adoption of the Services (Bolkestein) Directive and one year after its entry into force. There will also be ample opportunity to address the fast-changing

environment facing companies in Europe. The College of Europe's economists will analyse the massive contribution made by services to the European economy – and major players including Microsoft, IKEA, Randstad and easyJet will be present to discuss key issues such as:

- The growing importance of services for manufacturing companies,
- Cross-border mobility of workers in Europe,
- Right of establishment and the effects of the service directive,
- Data portability, privacy and digital content.

Contact persons:

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On-line registration:

<http://www.coleurope.eu/businessconference>

## Programme

<b>Timing</b>	<b>Session</b>	<b>Chair</b>	<b>Speaker(s)</b>
09.15	<b>Opening</b>	<b>Paul Demaret</b> <i>Rector, College of Europe</i>	
09.20 S1	<b>The power of services</b> - The economic role of (cross-border) services in the EU - The importance of services for manufacturing companies	<b>Aimé Heene</b> <i>Professor, University of Gent;</i> <i>Visiting Professor in EU business and corporate strategy at the College of Europe</i>	<b>Jacques Pelkmans</b> <i>Director of European economic studies department, College of Europe</i> <b>Isabel Grilo</b> <i>European Commission, DG ECFIN</i> <b>Christian Combes</b> <i>Partner, Deloitte</i>
10.30	<b>Keynote Speech followed by Q&amp;A</b>	<b>Michel Barnier</b> <i>EU Commissioner for Internal Market and Services</i>	
11.15 11.30 S2	<b>Coffee Break</b> <b>A single services' market in a global economy</b>	<b>Richard Doherty</b> <i>Partner, Deloitte</i>	<b>Norman Rose</b> <i>Chairman of the European Business Services Roundtable</i> <b>Paul Moore</b> <i>Communications Director, easyJet</i> <b>Reinhard Büscher</b> <i>European Commission, DG ENTR</i>
13.00	<b>Lunch</b>		
14.15 W1	<b>People dimension of services</b>	<b>Norman Rose</b> <i>Chairman of the European Business Services Roundtable</i>	<b>Jan de Jong</b> <i>Director for cross-border staffing, Randstad</i> <b>Dirk Bochar</b> , <i>Secretary-General, Director, European Federation of National Engineering Associations</i> <b>Jürgen Tiedje</b> <i>European Commission, DG MARKT</i>
14.15 W2	<b>Right of establishment</b>	<b>Christian Combes</b> <i>Partner, Deloitte</i>	<b>Martin Weiderstrand</b> <i>Manager EU Affairs, IKEA</i> <b>Jacques Derenne</b> <i>Partner, Hogan Lovells</i> <b>Maria Martin-Prat</b> <i>European Commission, DG MARKT</i>
14.15 W3	<b>Hi-tech services</b> - Portability of data - Digital content	<b>Erik Luysterborg</b> <i>Data Protection &amp; Privacy Leader, Deloitte</i> <b>Paul Lee</b> <i>Director, Technology, Media and Telecommunications, Deloitte</i>	<b>John Vassallo</b> <i>Vice President EU Affairs, Microsoft</i> <b>Thierry Dieu</b> <i>Communications Manager, ETNO</i> <b>Bror Salmelin</b> <i>European Commission, DG INFSO</i>
16.15	<b>Closure</b>		