



PRESS RELEASE

Fifth Bruges European Business Conference, Thursday 27 March 2014, Bruges

“Europe: Avoiding a Second Lost Decade”

Organised by the College of Europe in partnership with Deloitte

The conference allows for a dialogue with European political and business leaders, including the **German Finance Minister, Dr Wolfgang Schäuble**, and **former Italian Prime Minister, Prof Mario Monti**, to discuss how to reignite growth in Europe.

May's elections to the European Parliament and subsequent new Commission offer an opportunity for a fresh debate on how to end the current economic malaise in the European Union. Plenary sessions will hear views from trade unions, business and different political philosophies. Former British Defence Secretary, Dr Liam Fox MP, and Sir Graham Watson MEP, President of the Alliance of Liberals and Democrats for Europe Party (ALDE) will advance different views on the increasing debate in the UK on its future relationship with the EU, a subject that will be very important during the lifetime of the next European Parliament & Commission.

In addition to [Minister Schäuble](#) and [Professor Senator Monti](#), the list of keynote speakers includes:

[Ms Bernadette Ségol](#), ETUC General Secretary

[Sir Graham Watson](#), ALDE President

[Dr Liam Fox](#), MP & former Secretary of State for Defence, UK

[Prof Roger Dassen](#), Global Managing Director, Deloitte

[Mr Adrian van den Hoven](#), Director General of the European Generic Medicine Association (EGA)

[Mr Alexandre Affre](#), Director Industrial Affairs, BUSINESSEUROPE

[Dr Lucian Cernat](#), Chief Economist, DG TRADE

[Dr Roman Arjona-Gracia](#), Chief Economist, DG RTD

[Mr Alex Barker](#), EU Commentator, Financial Times

Three policy workshops follow the plenary sessions. The workshops address the following topics:

- **Internal Market & Regulation:** Priorities for real progress
- **Innovation & Growth:** Fuelling economic growth through innovation
- **Trade & Globalisation:** How free trade can unleash Europe's potential?



Each workshop includes business professionals, leading scholars and EU officials.

The full list of speakers, background details on the workshops and other information are available online at <http://bebc.coleurope.eu>.

Participation is subject to **Registration**. Twitter: **#5BEBC**

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More info and registration available at: <http://bebc.coleurope.eu>