



# EUROPE AS A LOCATION FOR INDUSTRY AND INNOVATION

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

## PROGRAMME

### Background and purpose

The purpose of the conference is to explore the themes of competitiveness and innovation and how Europe can become a more attractive location for manufacturers. Innovation and competitiveness are key factors for sustainable growth, which is the only long-term solution to the current economic crisis. The opening high-level **plenary session** on competitiveness and attractiveness of Europe as a location for industry will feature the **European Commissioner for Regional Policy, Johannes Hahn, Chairman of Deloitte's Global Manufacturing Industry Practice, Craig Giffi and BusinessEurope's Deputy Director General for Industrial and International Affairs, Adrian van den Hoven**. In the afternoon, three simultaneous sector-based workshop sessions will address competitiveness matters in the chemical, automotive and pharmaceutical industries.

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

**09.15: arrival and registration** (room B)

**10.15:** welcome by Prof. **Paul Demaret**, Rector, College of Europe (room E)

**10.30 - 12.30: Opening session Industrial competitiveness of Europe today and tomorrow (followed by Q&A)** (room E)

In order to remain a global economic leader, Europe must place industry at centre stage and ensure an attractive location for a diversified, competitive and resource efficient industrial base.

The opening session will highlight the role of both policy-makers and business leaders in making Europe a competitive location for industry, with Commissioner Johannes Hahn presenting his strategic view, followed by business leaders

(Adrian van den Hoven and Craig Giffi) deeply engaged in the topic of manufacturing and industrial competitiveness. The European Commission's Tomas Brännström (DG Enterprise) will end the round of panel interventions with the perspective of the EU Competitiveness Report on Key Enabling Technologies.

**The key questions of the session are:**

- What is Europe's real competitive position now as a location for industry?
- Why is innovation crucial in a global context? What factors facilitate innovation and which policies can nurture it?
- How does competitiveness differ from innovation? What makes particular industries or countries more competitive and how can the EU increase competitiveness?
- How can public policy influence the choice of location for business?

The programme allows for an extended Q&A session – an unparalleled opportunity to engage in discussion on those relevant issues with the Commission and business representatives.

**Chair:** Prof. **Phedon Nicolaidis**, Director of the Department of European Economic Studies, College of Europe

**Speakers:** **Johannes Hahn**, EU Commissioner for Regional Policy; **Craig Giffi**, Chairman of the Global Manufacturing Industry Practice, Deloitte Touche Tohmatsu Limited (DTTL); **Adrian van den Hoven**, Deputy Director General and Director for Industrial and International Affairs, BusinessEurope; **Tomas Brännström**, Senior Economist, DG ENTR, European Commission



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**12.30: lunch** (room A/B)

**14.00 - 16.00: Three workshops** (rooms E, D, G)

**W1: Chemical Industry** (room G)

**European Chemical Industry: the source of innovation, the force for competitiveness?**

This session will focus on recent developments in the petrochemical industry to investigate whether Europe is a vulnerable or viable location for industry. The panel will assess the answers that governments, public sector and academia have for the persistent challenges to industry.

The panel will also examine the determinants of investment decisions in new processing technologies: biotech/nanotech, additive manufacturing, and new business models. The priorities of the European Commission in response to the current challenges of the chemical industry and the importance of public-private partnerships will also feature in the workshop discussions.

**Chair:** **Yves Verschueren**, General Manager, Essenscia

**Speakers:** **Willem Huisman**, Chairman of the Board of Directors and President of Dow Benelux; **Stefan Van Thienen**, Chemical Industry Partner, Deloitte; **Otto Linher**, Deputy Head of Unit, Chemicals Industry, DG ENTR, European Commission; **Prof. Karin Markides**, President of Chalmers University of Technology, Sweden

**W2: Automotive Industry** (room E)

**Future of the Automotive Industry in Europe: Competitiveness, Innovation and Impact on Suppliers**

The workshop will shed light on the future innovative trends of the European automotive industry and on its major challenges and opportunities. The speakers will evaluate the different propulsion options (fuel cell, hybrid, etc.) their advantages, drawbacks and chances to be successful in the long run.

There will be possibility to discuss barriers to innovation and alternative business models. The panel will also consider the

costs of overregulation, the distortions caused by state aid and other challenges that incumbent car manufacturers face within Europe.

**Chair:** **Eric Desomer**, EMEA Automotive Industry Leader, Deloitte

**Speakers:** **Yves Toussaint**, General Manager, Green Propulsion; **Michal Kadera**, External Affairs Director, Škoda-Auto; Prof. **Paul Nieuwenhuis**, Co-Director, Centre for Automotive Industry Research, Cardiff Business School; **Björn Willemssens**, Automotive Industry Director, Deloitte

**W3: Pharmaceutical Industry** (room D)

**Innovation and Competitiveness of the Pharmaceutical Industry in Europe**

The aim of this workshop is to provide a critical overview of European policy developments with an impact on the pharmaceutical industry. The panelists will debate the role of public-private partnerships, access to medicine and the role of health in Europe's strategy for growth, concluding on whether the current legislative framework is achieving its objectives.

The complicated regulatory environment in Europe and its impact on how private companies decide on new investments will be assessed. The panel will try to evaluate pay-back on investment in research and innovation. Finally, there will be a discussion covering ethical behaviour, transparency and pricing of medicines in Europe.

**Chair:** **Donald Niesten**, Pharma Business Sector Leader, Deloitte

**Speakers:** **Xavier Hormaechea**, Director, Public Affairs, UCB; **Richard Torbett**, Chief Economist, EFPIA; **Thomas Heynisch**, Deputy Head of Unit, Food and Healthcare Industries, Biotechnology, DG ENTR, European Commission; Prof. **Joanna Chataway**, Director, Innovation and Technology Policy, RAND Europe

**16.00:** end of the conference