



College of Europe
Collège d'Europe

Brugge



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In partnership with

20 March 2012



Third Bruges European Business Conference

“Trade and Investment Challenges for European Business”

20 March 2012, College of Europe, Dijver 9 – 11, Brugge



The Bruges European Business Conference is a joint initiative of the College of Europe's specialisation on “European Economic Integration and Business” and Deloitte, to exchange ideas on public policy challenges and debate EU-related issues of importance for European business.

The College of Europe, in partnership with Deloitte, is pleased to host the third Bruges European Business Conference, to be held on **Tuesday 20 March 2012** at the College's campus in Brugge. Special attention will be given to the markets of principal EU trading partners (such as Japan, the US, China, and Korea) and to the consequences of globalisation for doing business in Europe. (See the programme below)

Key discussion points:

- What are the next steps for EU Trade Policy and future free trade agreements (FTAs)? What does trade liberalisation with key existing and emerging markets mean for the EU and its trading partners?
- What challenges and opportunities does your industry face from current and future trade and investment liberalisation?
- What major issues affect your business which should be addressed as part of FTAs?

Agenda highlights: The morning will be dedicated to a series of plenary sessions, including an opening keynote session featuring the **EU Commissioner for Trade, Karel De Gucht, the CEO of FIAT/ Chrysler, Sergio Marchionne, and the co-chair of the TransAtlantic Business Dialogue (Jim Quigley, former global CEO of Deloitte).**

Panel sessions on key geographic zones will feature speakers including Pascal Kerneis (MD,

European Services Forum), Korea's EU Ambassador, and senior DG Trade and DG Internal Market representatives.

In the afternoon, there will be three simultaneous **sector-based workshop sessions** involving senior regulators and industry figures to discuss relevant issues such as:

- **Financial Services Industry:** market access and licensing for EU financial institutions, and the reach, impact and effectiveness of global regulation following the crisis;
- **Automotive Industry:** EU bilateral market access agreements and their impact on the EU automotive industry, whether via imports, export opportunities and/or investment; and
- **Pharmaceutical Industry:** issues of effective market access in bilaterals, such as intellectual property rights, regulatory harmonisation and local price controls.

Registration: Please register online at: <http://www.coleurope.eu/businessconference>

Do not hesitate to contact us if you have any questions:

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Programme

Timing	Session	Chair	Speaker(s)
09.15	Welcome		Paul Demaret <i>Rector, College of Europe</i>
09.20	Strategic Benefits from Global Trade, Followed by Q&A	Paul Demaret <i>Rector, College of Europe</i>	Karel De Gucht <i>EU Commissioner for Trade</i> Sergio Marchionne <i>CEO of FIAT SPA and Chrysler Group LLC; President of the European Automobile Manufacturers' Association</i> Jim Quigley <i>Co-chair, TransAtlantic Business Dialogue and former-global CEO, Deloitte</i>
10.30 Session 1	Market Access to Principal Trading Partners	Jacques Pelkmans <i>Director of European Economic Studies, College of Europe</i>	Kim Seung Ho <i>Minister, chargé d'affaires, Korean embassy to the EU</i> Alison Murray <i>Executive Director, EBC - European Business Council in Japan</i> Charles Heeter <i>Global Public Policy leader, Deloitte</i> Antonio Parenti <i>Acting Head of Unit, Trade Relations with the Far East, European Commission, DG TRADE</i>
11.30	Coffee break		
11:50 Session 2	Horizontal Business Issues of Market Access	Richard Doherty <i>Partner, Deloitte</i>	Pascal Kerneis <i>Senior Adviser on Trade Policy, Business Europe & Managing Director, European Services Forum</i> Jan de Jong <i>Regional Director for cross-border staffing, Randstad</i> Petros Sourmelis <i>Head of Unit, Market Access, European Commission, DG TRADE</i> Erik Nooteboom <i>Director, Public Procurement, European Commission, DG MARKT</i>
12.50	Lunch		
14.00 Workshop 1	Financial Services	Helmut Bauer <i>Senior Advisor in Regulatory Affairs, Deloitte Centre for Regulatory Strategy (former Managing Director, Regulatory Affairs, Deutsche Bank AG London)</i>	Richard Reid <i>Chief Economist, ICFR- International Centre for Financial Regulation</i> Stefano Micossi <i>Director General, Assonime; Professor, College of Europe (former Director General, European Commission, DG Industry)</i> Rudi Bonte <i>Special representative for banking supervision at the National Bank of Belgium</i>
14.00 Workshop 2	Automotive Industry	Ivan Hodac <i>Secretary General, ACEA - European Automobile Manufacturers Association</i>	Eric Desomer <i>EMEA Automotive Industry leader, Deloitte</i> Wolfgang Schneider <i>Vice President, Legal, Governmental & Environmental Affairs, Ford Europe</i> Erik Bergelin <i>Director Trade & Economics, ACEA</i> Petros Sourmelis <i>Head of Unit, Market Access, European Commission, DG TRADE</i> Pablo Zalba Bidegain <i>Member of the European Parliament, INTA committee</i>
14.00 Workshop 3	Pharmaceutical Industry	Eric Nys <i>Life Science Industry leader, Deloitte</i>	Louis-Nicolas Fortin <i>Director of External Trade, EFPIA - European Federation of Pharmaceutical Industries and Associations</i> Xavier Hormaechea, <i>Associate Director Public Affairs, UCB</i> Pedro Velasco Martins <i>Deputy Head of Unit, IP and Public Procurement, European Commission, DG TRADE</i>
16.00	Closure		

