

“Drivers of Growth” is the focus of the [Sixth Bruges European Business Conference \(#6BEBC\)](#) held on **Tuesday 17 March 2015**



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Vice President Katainen, European Commission, and a host of other prominent business leaders and public officials will debate about the state of the European economy and priorities for business at the [Sixth Bruges European Business Conference \(#6BEBC\)](#) that will be held on Tuesday 17 March 2015 at College of Europe, Bruges campus (Belgium), in partnership with Deloitte.

The focus of this year's conference (#6BEBC) will be on “Drivers of Growth” and the discussion aims to revolve around three policy areas that are key to the recovery of the European economy: **energy policy**, **transatlantic trade**, and the **digital economy**. The conference will examine specific policy solutions in those three areas that can unleash entrepreneurship and innovation.

The list of distinguished speakers includes:

[Jyrki Katainen](#), Vice President of the European Commission
[Markus Beyrer](#), Director General of BusinessEurope
[John F. Sammis](#), Deputy Head of Mission at the U.S. Mission to the EU
[Philippe Lamberts](#), MEP, Co-Chair Group of the Greens/European Free Alliance
[Klaus Dieter Rennert](#), CEO of Hitachi Europe Ltd.
[Joost van Roost](#), President of ExxonMobil Benelux
[Walter van Kuijen](#), Senior Vice President, Global Government & Public Affairs, Royal Philips
[Arnaldo Abruzzini](#), Secretary General Eurochambres
[Denis Redonnet](#), Head of the Trade Strategy Unit, DG Trade
[Alastair Macdonald](#), Brussels Bureau Chief, Reuters

[Dame DeAnne Julius](#), Chair, Council of University College London & Non-Executive Director of Roche Holding Ltd and Jones Lang LaSalle, former founder member of the Monetary Policy Committee of the Bank of England & Non-Executive Director of Deloitte UK
[Christian Egenhofer](#), Head of the Energy and Climate programme at CEPS & Professor, College of Europe
[Sami Andoura](#), European Energy Policy Chair, College of Europe
[Jacques Pelkmans](#), Senior Fellow, CEPS & Professor, College of Europe
[Hylke Vandenbussche](#), Professor, KU Leuven & Advisor, DG ECFIN
[Stephen Collins](#), Vice President, Corporate Affairs, Microsoft EMEA
[Markus Reinisch](#), Group Public Policy Director, Global, Vodafone
[Simon Hampton](#), Director, Technology Policy Advocates
[Alain Berger](#), Senior Vice President for European Affairs, ALSTOM

Three parallel workshops will concentrate on the following topics:

- **Digital Economy:** how to fulfil the potential of the Digital Economy in Europe;
- **Energy Policy:** how to achieve European energy integration;
- **Transatlantic Trade:** how to reach mutually beneficial EU/US regulatory convergence

Workshops will be led by a panel of leading scholars, business representatives and EU officials; they will produce proposals that will be put to the final plenary session of the conference and will be disseminated widely to stimulate further public debate.

The full list of speakers, background information on the workshops and other information can be found on the conference website >>> <http://bebc.coleurope.eu>.

Participation is free and subject to Registration >>> [LINK](#)

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La *Sixth Bruges European Business Conference (#6BEBEBC)* qui aura lieu le 17 mars 2015 se focalisera sur “Drivers of Growth”

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Vice-président Katainen de la Commission européenne et bien d'autres personnalités importantes du monde des institutions et des entreprises débattront de l'état de l'économie européenne et des priorités pour le monde des affaires à l'occasion de la *Sixth Bruges European Business Conference (#6BEBEBC)* qui aura lieu le mardi 17 mars 2015 au Collège d'Europe, campus de Bruges (Belgique), en partenariat avec Deloitte.

Cette année (#6BEBEBC), la conférence sera axée sur “Drivers of Growth” (‘moteurs de croissance’) et le débat se focalisera sur trois domaines politiques qui pourraient tenir la clé pour la reprise de l'économie européenne: la politique énergétique, le commerce transatlantique, et l'économie digitale. La conférence examinera des solutions spécifiques dans ces trois domaines de politiques afin de libérer le plein potentiel de l'entrepreneuriat et l'innovation en Europe. La liste des conférenciers principaux inclut:

[Jyrki Katainen](#), Vice President of the European Commission
[Markus Beyrer](#), Director General of BusinessEurope
[John F. Sammis](#), Deputy Head of Mission at the U.S. Mission to the EU
[Philippe Lamberts](#), MEP, Co-Chair Group of the Greens/European Free Alliance
[Klaus Dieter Rennert](#), CEO of Hitachi Europe Ltd.
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[Alain Berger](#), Senior Vice President for European Affairs, ALSTOM

Trois ateliers porteront sur les sujets suivants :

- **Économie digitale:** comment l'économie digitale pourrait-elle réaliser son plein potentiel en Europe ;
- **Politique énergétique:** comment réaliser l'intégration européenne de l'énergie ;
- **Commerce transatlantique:** comment arriver à une convergence des réglementations, mutuellement avantageuse pour l'Europe et pour les Etats-Unis

Les ateliers seront animés par des panels d'experts du monde académique, des entreprises et de la CE; ils feront des propositions qui seront présentées lors de la séance plénière finale de la conférence. Ces propositions seront largement diffusées après, afin de stimuler le débat publique. La liste complète des conférenciers et de plus amples informations sur le contenu des ateliers et la conférence sont disponibles sur le site web de la conférence <http://bebc.coleurope.eu>.

Participation gratuite mais inscription obligatoire >>> [LINK](#)

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De focus van de [the Sixth Bruges European Business Conference \(#6BEBC\)](#) op

dinsdag 17 maart 2015 ligt op **“Drivers of Growth”**

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Vicepresident Katainen van de Europese Commissie, en andere prominente overheidsfunctionarissen en zakenleiders zullen debatteren over de toestand van de Europese economie en de prioriteiten voor het Europese ondernemingsbeleid tijdens de [Sixth Bruges European Business Conference \(#6BEBC\)](#), die plaatsvindt op dinsdag 17 maart 2015 in het Europacollege te Brugge, en dit in samenwerking met Deloitte.

De focus van de conferentie van dit jaar (#6BEBC) ligt op **“Drivers of Growth”** (*‘Groeimotors’*) en het debat zal gaan over drie beleidsdomeinen die de sleutel zijn tot de heropleving van de Europese economie: **energiebeleid**, **transatlantische handel**, en de **digitale economie**. De conferentie zal specifieke beleidsoplossingen onderzoeken in deze drie domeinen met als doel ondernemerschap en innovatie sterker te stimuleren.

De lijst van prominente sprekers bevat:

[Jyrki Katainen](#), Vice President of the European Commission

[Markus Beyrer](#), Director General of BusinessEurope

[John F. Sammis](#), Deputy Head of Mission at the U.S. Mission to the EU

[Philippe Lamberts](#), MEP, Co-Chair Group of the Greens/European Free Alliance

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[Alain Berger](#), Senior Vice President for European Affairs, ALSTOM

Drie parallelle workshops zullen gaan over de volgende thema's:

- **Digitale Economie:** hoe het potentieel van de digitale economie in Europa ten volle benutten;
- **Energiebeleid:** hoe integratie van de Europese energie bewerkstelligen;
- **Transatlantische handel:** hoe een convergentie van de Europese en Amerikaanse regelgeving verkrijgen die voor beide handelsblokken voordelig is

De workshops zullen geleid worden door een panel van academici (specialisten in het onderwerp), beleidsmensen uit de ondernemingswereld en van de Europese Commissie. Zij zullen voorstellen doen, die dan zullen voorgelegd worden tijdens de finale plenaire zitting van de conferentie. Deze voorstellen zullen nadien wijd verspreid worden om een verder publiek debat te stimuleren. De volledige sprekerslijst en verdere informatie, ook i.v.m. de inhoud van de workshops kan gevonden worden op de conferentie website <http://bebc.coleurope.eu>.

Deelname is kosteloos, maar inschrijving is verplicht via >>> [LINK](#)

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