

EBS 2017

Europe: the way forward

A Business Contribution

60 years of Europe: Time for a new narrative?

It is no secret that Europe is currently facing unprecedented challenges. The remaining consequences of the 2008 financial crisis, terrorist attacks, international turmoils, migration flows and Brexit are just some of the developments affecting our continent. Without firm actions and concrete solutions, the European Union fails to live up to its citizen's expectations. More than ever before, questions rise as to whether the EU institutions and policies are still sufficiently adapted to manage current disruptions and foster new strategies.

2017 marks the 60th anniversary of the Treaty of Rome, establishing the European Community. The celebration provided the opportunity to reflect on the European Union achievements and the path to be taken in the future; a future that the EU can only embrace through working hand in hand with the driving force of its economy, the business community. Companies are part of the solution and play a central role in generating growth and employment. An open and constructive dialogue on Europe's strengths and weaknesses as well as the rapid and unpredictable pace at which our world is evolving is essential to pave the way to a better future for citizens.

Business leaders survey

The European Business Summit 2017 will gather business leaders, EU and national policymakers, representatives of the civil society together with research organisations for two days of exchange and intensive debates. Besides setting up various types of sessions covering urgent pending matters facing Europe, the EBS will publish the results of a survey, in partnership with McKinsey Global Institute (MGI), providing a business perspective on Europe's future.

Concrete outcomes

After each session, EBS will publish sectorial reports, set up by knowledge partners and that will be distributed to participants and EU institutions. Contribution and expertise from businesses, academics and think thanks are therefore much welcome.

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Plenary Sessions – 3 Sessions – Europe (500 participants)

Over the two-day summit, 3 plenary sessions will be held in the Europe Room. The most prominent speakers coming from both policy and business sides will give keynote speeches and engage in a conversation on the main strategic challenges for the European economy.

- 1) Plenary Session Day 1, 22nd of May 2017 (17h00-18h30)
- **<u>Topic:</u>** A New Narrative for Europe
- <u>Keynote Speaker:</u> Jean-Claude Juncker, President, European Commission/Donald Tusk, President of the European Council
- <u>Confirmed Panellists:</u> McKinsey Global Institute, Tata Consultancy Services, Emma Marcegaglia (President BUSINESSEUROPE), Bernard Gillot (President FEB), Representative of Huawei
- <u>Moderator</u>: Isabelle Kumar (Reporter & Moderator Euronews)
- 2) Plenary Session Day 2, 23rd of May 2017 (09h30-10h30)
- <u>**Topic:**</u> New Ways to Achieve European Goals: Businesses as "solution" providers (SDGs)
- <u>Confirmed Speakers:</u> Frans Timmermans, First Vice-President, European Commission, Jean-Pierre Clamadieu (CEO Solvay), Lise Kingo (CEO & Executive Director UN Global Compact), CEO ENEL (TBC)
- **Moderator:** Ryan Heath (Senior EU Correspondent POLITICO)
- 3) Plenary Session Day 2, 23rd of May 2017 (16h30-17h15 TBC)
- **<u>Topic:</u>** Europe in a New World Strategy to Thrive
- Keynote speaker: Donald Tusk, President of the European Council
- **<u>Confirmed Speakers:</u>** Markus Beyrer (Director General BUSINESSEUROPE), TCS
- <u>Potential Speaker:</u> Sandro Gozi (Under-Secretary for European Affairs, Italy), Maltese Presidency
- **Moderator:** Maithreyi Seetharaman (Anchor & Executive Editor Euronews)



Business Leaders' Dinner

- ♣ Speaker: Michaël Gillon Research Associate, Founder of the TRAPPIST-1 system) & Didier Reynders (Belgian Minister of Foreign Affairs)
- <u>Room</u>: Hall of Mirrors

Business Leaders' Lunch

U	Timing:	23 rd of May, 12h30-14h15
ŧ	<u>Speaker</u>	: Günther Oettinger (European Commissioner for Budget and Human
		Resources)
•	Room:	Hall of Mirrors

Lunch Conversation

0	<u>Timing</u> :	23 rd of May, 13h00-14h30
Ť	Speaker:	Pierre Moscovici (European Commissioner for Economic and
		Financial Affairs, Taxation and Customs)
•	Room:	Tapestry Room

Networking Cocktails

- () Timing:
 - <u>22nd of May, 18h30-19h45</u>
 <u>Sponsor:</u> ENISA
 - o <u>23rd of May, 18h30-20h00</u>
- Location: Networking Village

EBS Night Cap

- ♥ Timing:
 22nd of May, 22h30-00h00
- Location: NH Hotel



Round tables – 8 sessions – Arenberg (200 participants)

An in-depth discussion between business representatives, policy-makers and think tanks/universities during a session dedicated to a specific theme in the EBS 2017 Programme. The ideal composition of a roundtable will include 5 speakers in total, including 2 policy makers, 2 business representatives and 1 speaker representing the knowledge partner.

The <u>business partners</u> involved in the roundtable discussion will have the opportunity to co-shape the session with EBS. The specific angles covered in the sessions will be defined depending on the partners/speakers involved.

Each round table will have a dedicated <u>knowledge partner</u>. As a think tank or a university, the knowledge partner will support the roundtable discussion with the preparation of the session briefing and provide intellectual content to enrich the debates.

With the collaboration of business partners, the knowledge partner will also deliver a <u>concrete outcome</u> of the session, in the format of a brief report/commentary, and disseminate it on social media platforms once the roundtable has come to an end.

Discussants will be invited to actively take part in the Q&A session after the panel discussion between the participants.





1) The Future of Healthcare

"The Impact of Digital"

O Timing: 22nd of May, 11h00-12h15

• Room: Hall of Mirrors

Topic:

- Over the past few years, the health industry has changed profoundly and need to become future-proof. With the rise of digitalisation and an aging population and associated chronic diseases, the health industry has been disrupted by several changes. The challenges are well recognised, but the question is what the EU can collectively advance to address it together with its Member States. One significant part of being future-proof is about health prevention and promotion throughout the Member States. Is this at risk of becoming increasingly neglected in today's healthcare systems?
- Can E-Health and integrated care be a game-changer in healthcare systems to benefit of patients? Under what circumstances are systems integrating digital technology intelligently? With the arrival of e-Health being one significant example. Many other changes and inventions will be arising in the next 20 years. How will our healthcare system develop over this time? There is a clear recognition of the benefits of integrated care in terms of connectedness, impact on prevention and promotion, but there is a clear need of a new structure. How can the EU be adapted to this new system without downsizing the European welfare system?
- **Keywords:** technological development, healthcare, disruption in healthcare systems, aging society
- Key Partner: Sanofi

Confirmed Speakers:

- Monique Goyens (Director, BEUC)
- Thibault Helleputte (CEO, DNAnalytics)
- Gilles Litman (Vice-President Global Innovative Care Solutions, Sanofi)
- Clive Needle (Senior Policy Advisor, EuroHealthNet)
- Xavier Prats-Monné (Director General, DG SANTE)
- Prof. Bernd C. Stahl (Director of the Centre for Computing and Social Responsibility, de Montfort University Leicester)
- Potential Speakers:
 - o Representative of Denmark/Estonia/Belgium
- Knowledge Partner: TBA
- Moderator: Carmen Paun (Healthcare Reporter, POLITICO)

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2) Europe's Trade Strategy New Trade Deals for Europe

O Timing: 22nd of May, 15h00-16h30

• Room: Hall of Mirrors

- **Topic:** With new foreign policy agendas such as "America First" and "Global Britain", it is clear the future EU-27 is in need of a new geopolitical and trade strategy. While European leaders tend to playing safe on its future, European businesses seek the support to bolster the economy. With the US moving closer towards protectionism and Asia taking centre-stage in the international trade market, Europe needs to position itself in this new world order. The question is now on how policy makers can strategically coordinate to establish a European economic diplomacy to generate new market opportunities for businesses.
- **Keywords:** Trade, Foreign Policy, Emerging Markets, Economic Diplomacy, Asia, Brexit, USA
- Key partner: International Chamber of Commerce (ICC)

Confirmed Speakers:

- Jim Bacchus (Chair Global Practice at Greenberg Traurig and Chair of the ICC Commission on Trade and Investment Policy)
- Philippe Delleur (Senior Vice-President Public Affairs in Alstom)
- Rodrigo Echenique (Vice-President of the Santander Bank Group and President of Santander Bank in Spain)
- Prof. Bernard Hoekman (Director of the Research Area "Global Economics", European University Institute)
- Cecilia Malmström (European Commissioner for Trade)
- Pieter Timmermans (CEO Federation of Enterprises Belgium)

Potential Speakers:

- \circ Port of Antwerp
- Representative of Mexico/Brazil/China
- Knowledge Partner: European University Institute
- Moderator: Shada Islam (Director Europe & Geopolitics Friends of Europe)



3) Protecting our Individual Freedom

European Security for Companies and Citizens

O Timing: 22nd of May, 15h45-17h00

Q Room: Arenberg

- **Topic:** Together with ENISA, this session will showcase that security is a central component of business continuity and citizen's trust. The ever-evolving cyber landscape comes with challenges that businesses have to be very flexible in order to deal with them. The EU is investing in this field to become a strong player and is stimulating the cooperation between different sectors such as energy, health, transport, and finance. What needs to be done with the collection and protection of data for both businesses and customers? Does encryption provide enough security for them? What is the EU's overall view on cross-border access to electronic evidence?
- Keywords: Security Union, cyber security, data protection, hybrid warfare
- Key partner: Avast

- Julian King (Commissioner for the Security Union)
- Ondrej Vlcek (CTO Avast)
- Representative of ENISA
- Yves-Alexandre de Montjoye (Lecturer Imperial College London in Data Science Institute)
- Philippe De Backer (Belgian Minister of Privacy, North Sea anti-fraud)
- Knowledge Partner: ENISA
- Moderator: Stephen Fidler (UK and Brexit Editor, The Wall Street Journal)





4) A Net Zero Emission Economy

"Invest & Innovate in the Future of Sustainable Energy"

() Timing: 23rd of May, 10h45-12h15

Q Room: Sax

• **Topic**: Within a newly established global environment, the EU Energy Union Governance is facing the challenge to find a resilient and secure energy system. A secure energy system comes along with finding and creating green energy solutions. The goal is now to attain a net zero emission economy throughout Europe with the Clean Energy Package. At the same time, the EU's global leadership on Climate Change will hinge on its ability to deliver on the cost-effective deployment of renewable energy and to meet its ambitious target on energy efficiency. With still a great dependency on exhaustible and nuclear energy, the EU has still a long way to go. With a need of a clean energy transition, this session will focus in particular on the technological solutions to meet the emissions lowering challenge.

Keywords: Net zero emission economy, technological solutions, new models, clean energy, energy dependency, Marrakech, Paris, clean power

• Key Partner: Wind Europe

- Jos Delbeke (Director General DG CLIMA)
- Representative of Wind Europe
- C-level Representative of ENEL
- C-level Representative of Statoil
- Knowledge Partner: European Energy Research Alliance
- Moderator: Mathew Carr (Reporter Bloomberg)





5) How to Develop an Industrial Strategy for Europe? The future of EU's industry in the coming decade

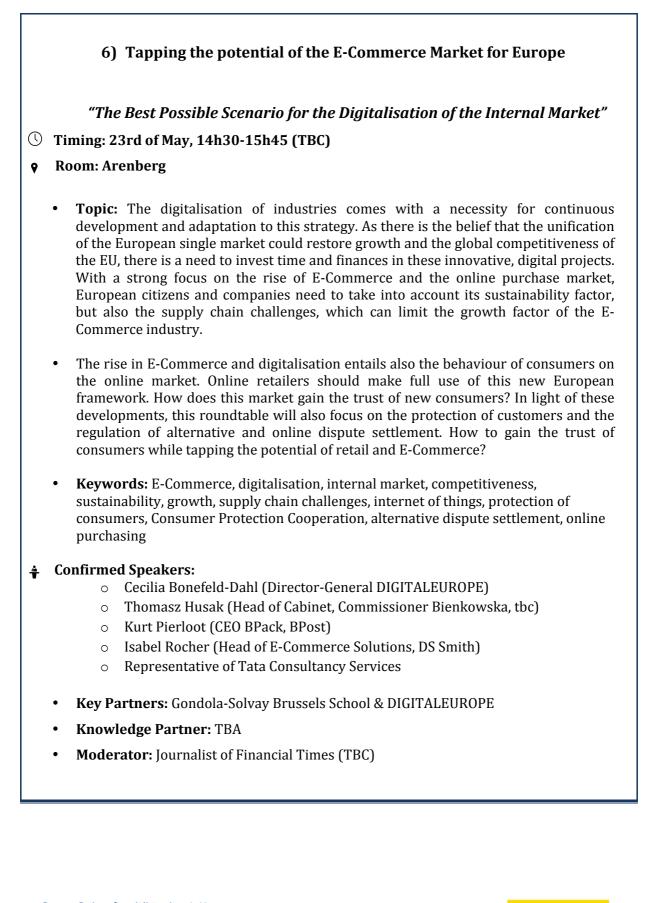
O Timing: 23rd of May, 14h30-15h45

• Room: Sax

- **Topic:** Europe's industries are responding to the challenge of increasing global economic competition and to the emergence of new, often disruptive technologies, many of which they have themselves been at the forefront of developing. Digitisation, automation and breakthroughs in life and materials science offer great growth opportunities for Europe's companies in the transition to a 'smart, green' economy. But they also challenge those unable to rise to the innovation challenge and pose wider ethical and social questions too. It is no surprise that countries within and beyond Europe are actively developing their own industrial strategies to win the global competition for leadership in the new economy. And there is a vibrant debate on what this all means for the employment and skills market. European policy-makers must also urgently weigh up how to enable the companies of the future to develop rapidly, building on Europe's industrial strengths and track-record at the same time as meeting the 'grand challenges' facing not just its economy but also its society and natural environment. What framework do businesses need to enable innovation, to turn novel ideas into successful commercialisation? And what role for the EU, its member states, regions and cities, and social partners, in such a complex process?
- **Keywords:** digitalisation of industries, artificial intelligence, future industry, sustainable economy
- Key Partner: European Climate Foundation (ECF)

- Adina Claici (Professor College of Europe & Director of the Brussels office of Copenhagen Economics)
- Ms Lowri Evans (Director General DG GROW)
- Ambroise Fayolle (Vice-President European Investment Bank)
- Hans Fischer, CEO of Tata Steel in Europe
- Heinz Haller (Executive Vice-President Dow Chemical EMEAI)
- Gianpiero Lotito (CEO of FacilityLive)
- **Moderator:** Victoria Main (Journalist for Reuters, Partner at Cambre)





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7) Sustainable Development Goals <u>Conference at EBS</u> (CSR Europe) "How Progressive Business Practices support Inclusive Growth & Equality"

C Timing: 22nd of May, 11h00-16h00

Opening Plenary and keynote speeches: 12h-13h15

Networking Lunch: 13h15-14h15

Workshops: 14h15-15h30

Closing Speech: 15h30-16h00

• Room: Sax

Topic: Together with CSR Europe, the roundtable on Sustainable Development Goals sets out global targets to address the most pressing current societal and environmental issues. They pose a unique opportunity for Europe to generate real sustainable impact towards an innovative, prosperous and inclusive society. To do this, stakeholders will need to change and re-imagine the way they do businesses because we cannot solve today's challenges with the same mindset that created them. We will need business transformation from the inside out and extensive collaboration at local, national, European and global level. The SDGs provide a framework for action and a common language to set a direction, communicate and measure impact that is understood by businesses, policy makers and civil society. This conference will focus specifically on the building of human capacity in Europe, circular economy, energy transition and socio-economic development and international supply chains.

- **Keywords:** Business Contribution, Sustainable Development Goals, human capacity, aging society, diversity in society, circular economy, youth activation
- Key Partner: CSR Europe

- Jyrki Katainen (Vice-President for Jobs, Growth, Investment and Competitiveness)
- Philippe Lamberts (Co-Chair of the Greens, European Parliament)
- Mark Langley (CEO of Project Management Institute (PMI))
- C-level representative of Enel
- Hans Daems (Group Public Affairs Officer Hitachi)
- o C-level representative Frost & Sullivan
- Frederic Pivetta (Co-founder & Managing Partner Dalberg Data Insights)
- Etienne Davignon (President CSR Europe)
- Caroline Jenner (CEO JA Europe)
- Moderator: Anya Sitaram (Moderators for Europe, tbc)



8) From Immigration to Integration – DG Home European Dialogue on Skills and Migration How businesses, individuals and society can all benefit

O Timing: 23rd of May, 09h15-12h30

09h15-10h45: High level panel: Labour Market Integration of refugees

10h45-11h45: Parallel Thematic Discussions

11h45-12h30: High level panel: Integration of Refugees into the labour market

- Room: Arenberg
 - **Topic:** Together with DG Home, a European dialogue will be held on skills and migration for the EU. The year 2017 has brought Europe ongoing challenges with mass immigration. This roundtable will focus on how to mobilise employers for the integration of recently arrived migrants, and in particular refugees. The main objectives are to foster the engagement of employers and social partners, recognise and disseminate what is being already done and to deliver concrete outputs to support and promote further engagement for integration. The integration charter will be presented at EBS to be implemented by employers and social partners, in order to foster labour market integration of newly arrived migrants and refugees.
 - **Keywords:** Migration, Employment, Refugee crisis, sustainable work environments, skills
 - Key Partner: DG Home

- Marianne Thyssen (Commissioner for Employment, Social Affairs, Skills and Labour Mobility)
- Dimitris Avramopoulos (Commissioner for Migration, Home Affairs and Citizenship)
- o Represenative of Maltese Presidency
- Representatives of ETUC, CEEP, European Business Association, UEAPME, EuroChambres
- Jo Deblaere (CEO Europe Accenture)
- Petra Hesser (Global Head of Human Resources Ikea Group)
- Matthias Ruete (Director General of DG Migration and Home Affairs)
- Michel Vermaerke (CEO Febelfin & Head of the FEB-VBO Refugees Task Froce)
- Henrik Dider (Director of HR Scandic Hotels Sweden)
- Mark Michiels (Chief Human Resources BPost)
- Heidi Wold (Director of PR Scandic Hotels Sweden)
- Moderators: Bénédicte Paviot (Moderators for Europe, tbc)/Sean Klein (former BBC)



Agora – 10 Sessions - Networking Village (100 participants)

A wide range of highly positioned policy makers and business representatives visit European Business Summit every year. EBS provides them with the occasion to give a keynote speech or to engage in a lively debate within the Networking Village. These sessions will be very interactive when addressing a current hot topic from within the European Union.

• What are the next steps for better economic governance in the Eurozone? $\underline{May\ 22^{nd}\ 10:30\ -\ 11:00}$

- Valdis Dombrovskis, Vice-President Euro & Social Dialogue
- Guntram Wolff, Director of Bruegel

• Money for nothing: the basic income debate

May 22rd 11:15 - 12:15

- Prof. Philippe Van Parijs, KUL
- Prof. Olli Kangas, Kela Finland
- Prof. Guy Standing, Co-president of the Basic Income Network
- Prof. Mark Smith, Dean of Faculty HRM at Grenoble Ecole de Management

• Between free trade and protectionism – Which way is the EU going? $\underline{May\ 22^{nd}\ 13:30-14:30}$

- Michel Cermak, 11.11.11
- Gilles Suply, VOKA
- Pierre Defraigne, Director Madariaga College of Europe Foundation

• How can Europe foster its start-up potential?

May 22nd 14:45 - 15:45

- Karen Boers, Co-Founder and CEO Startups.be
- Tom Flanagan, Centre Director Dublin Institute of Technology
- Roald Sieberath, Venture Capitalist

• **European Economic Diplomacy: a new tool to compete in a global world?** May 22nd 16:00 – 17:00

- Angelos Pangratis, Hors Classe Adviser for Economic Diplomacy
- Pierre Lionnet, Eurospace Director of Research & Chief Economist
- Arnaldo Abruzzini, CEO Eurochambers

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• A vision of the European integration

May 23rd 10:45 - 11:30

• Paul Magnette, Minister-President Wallonia

• Retaining & attracting young talent in Europe

May 23rd 11:45 - 12:45

- Prof. Jacqueline O'Reilly, University of Sussex
- Karim Chetioui, Head of International Relations Unit Actiris Brussels
- Andrea Gerosa, Think Young Founder & Chief Thinker

• US – EU relations in the Trump Era: risks and opportunities

May 23rd 13:00 - 14:00

- Anthony Gardner, Former US Ambassador to EU
- Daniel Gros, Director Economics & Finance at CEPS

• How will Europe look in 2019?

May 23rd 14:15 - 15:15

- Doru Frantescu, VoteWatch Europe
- Pawel Swieboda, Deputy Director General EPSC
- Prof. Roberto Castaldi, Research Director of International Centre for European and Global Governance

• The future of the European Economy & Euro

<u>May 23rd 15:30 - 16:30</u>

- Mario Monti, President of Bocconi University
- Johan Van Overtveldt, Belgian Minister of Finance
- Karel Lannoo, CEO of CEPS
- Prof. André Sapir, Solvay School of Economics & Management





Innovation HUB ERC – MAY 22nd – Library Room

1) Discovering Novel Drugs by Observing How Bacteria Cooperate, Communicate and Compete

<u>May 22nd 11:00 - 11:30</u>

- Prof. Kevin Foster, University of Oxford
- 2) From finding super-materials to developing mass-scale production May 22nd 11:45 – 12:15
 - Prof. Nicola Pugno, Universita Degli Studi Di Trento, Italy
- 3) 3D-Printed & 2D-Materials New Solutions for Energy Storage May 22nd 13:45-14:15
 - Prof. Valeria Nicolosi, Trinity College Dublin
- 4) Gene therapy centre based on disruptive technology May 22nd 14:30 – 15:00
 - Prof. Deniz Kirik, Lund University, Sweden
- 5) Reflections on the academic start-up process May 22nd 15:15 – 15:45
 - Prof. Davide Ianuzzi, VU University Amsterdam, Netherlands
- 6) The causes of extreme pro-group action <u>May 22nd 16:00 – 16:30</u> Prof. Harrison Whitehouse University of Ouf
 - Prof. Harvey Whitehouse, University of Oxford

Invited ERC Researchers: Georg Gottlob, Henrique Veiga





Meet the Expert - 16 sessions - Networking Village

(30 participants - MTE1 + MTE2)

1) MTE1: Protecting your business from the Brexit risks

May 22nd 11:00 - 11:45

• Garvan Walshe, BrexitAnalytics

2) MTE1: Universities – their role in Economic development

<u>May 22nd 12:00 – 12:30</u>

- Tom Flanagan, DIT Hothouse Centre Director
- Dr Lidia Borrell, European University Association

3) MTE1: The future of the single market

May 22nd 12:45 - 13:45

• ITN Productions

4) MTE2: The Success of Smart Cities - Le Succès des Villes Innovantes May 22nd 11:30 – 12:30

• Jean-Claude Marcourt, Walloon Minister of Economy & Innovation

5) MTE1: Fake news

May 22nd 14:00 - 14:45

- Roubini Gropas, EPSC
- Jamie Shea, NATO
- Katrina Sichel

6) MTE2: From zero to hero: Who are the European hidden champions?

<u>May 22nd 14:30 - 15:30</u>

- Prof. Jan-Philipp Büchler, FH Dortmund
- Representative from EEN (Advisor/Company)
- Representative from Company (CEO of FacilityLive)
- 7) MTE1: Gender & Inclusion in business: Turning disruption into opportunity for women and your company

May 22nd 15:00 - 15:30

- Goedele Van der Linden, Director of Government Relations for Europe MERCER
- Robert Baker, Global Client Director & Senior Partner MERCER
- 8) MTE1: Gender & Inclusion in science and technology: Why care about the gender balance in business?

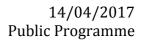
<u>May 22nd 15:45 - 16:15</u>

• Aliki Giannakopoulou, Ellinogermaniki Agogi SA

9) MTE1: Gender & Inclusion in higher education

May 22nd 16:30-17:00

• Núria Saladié Elías, Universitat Pompeu Fabra Barcelona





10) MTE2: Smart cities in Wallonia

<u>May 22nd 15:45 - 16:45</u>

• Prof. Nathalie Crutzen, Director Smart City Institute

11) MTE1: The impact of Brexit on British citizens' values, consumption, economic and social behaviour

May 23rd 10:45 - 11:30

• Michael Bruter, Professor of Political Science LSE

12) MTE1: Art & Culture 3.0 – A new meaning of strategy for your business May 23rd 11:45 – 12:30

- Johanna Suo, Director ifa laboratory
- Prof. Hans De Wolf, VUB

13) MTE1: Use it Wisely

May 23rd 14:00 - 14:30

• Göran Granholm, VTT Technical Research Centre of Finland

14) MTE1: ProSEco: supporting industries in collaborative design, development & management – DG Research

May 23rd 14:45 - 15:15

• Ana Arroyo Muñoz, Researcher Tecnalia

15) MTE1: EnerGAware

<u>May 23rd 15:30 - 16:00</u>

• Miquel Casals, Polytechnic University of Catalonia

16) MTE1: Stimey

May 23rd 16:15 - 16:45

• Carlos Rioja del Rio, Cadiz University Spain

