



European Business Summit

Congress and Networking

Updated programme

# 4<sup>th</sup> European Business Summit Building a Europe of Excellence: Turning knowledge into growth

Be part of Europe's N°1 dialogue between business leaders and policy makers

## 16-17 March 2006 // Brussels



An initiative of



With



In cooperation with



The European Commission



Brussels-Capital Region



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# Presentation

The European Business Summit has become a key meeting place for leading business people and European policy makers who want to build a more competitive and innovative Europe.

One week before the annual EU Spring Summit, the fourth European Business Summit provides a meeting opportunity to over 1500 participants from the business community, EU and national political circles, scientific bodies and NGOs from more than 50 countries, to come together and exchange views on how to build a Europe of Excellence.

Both the European Commission and the Austrian EU Presidency consider the 2006 European Business Summit as an ideal tool for communicating the revised Lisbon Strategy.

Member States and candidate countries will use the opportunity to present their National Reform Programmes and best practices during a series of workshops and through stands at the Networking Village of the Summit.



„Our aim is to achieve more and better jobs in a more dynamic, innovative and attractive Europe. With this strategy I believe we now have the right tools to achieve our goals.“

## José Manuel Barroso

President of the European Commission discussing with Didier Malherbe, Founder & CEO of the EBS



„A competitive Europe can only be based on growth, employment and high productivity.“

## Ernest-Antoine Seillière

President of UNICE



„I am fully aware of the achievements of the European Business Summit over the past few years. ...“

## Janez Potočnik

European Commissioner for Science and Research

## Networking Village

A special area is reserved for networking: private lounges that can be booked on the spot, comfortable meeting corners for private talks and exhibition stands where the main actors involved in European research and innovation will be present.

## Networking System

The Time2 on-line B-to-B platform will allow you to organise your business contacts and meetings before and during the Summit. A professional networking team will be at your service during the event to help you with all your networking needs.

**If you also wish to be have a stand at the Networking Village, please do not hesitate to contact us. More info also on [www.ebsummit.org](http://www.ebsummit.org) >PARTNERSHIP OPPORTUNITIES**

## Gala dinner corporate table

In addition to different partnership packages, we are offering the possibility to purchase a package including a table for 10 guests in your company's name for the Mozart Gala dinner on Thursday 16 March and full access for those guests to the Summit on 16 and 17 March 2006 (Price: 4900 € VAT excl.).

## Participants' profiles

- 1500 participants representing over 50 nationalities
- Top level speakers
- CEO & Top Executives
- European Commissioners
- Members of the European Parliament
- Ministers and other high-level Member State representatives
- 150 journalists

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# Programme overview

Thursday 16 March 2006

09.00 - 10.00	Registration															
10.00 - 11.15 Thematic Session 1	<b>SMEs and ICT: From confusion to diffusion</b> <b>Moderator:</b> Dr. Matthias Von Bechtolsheim, Director of Arthur D. Little, Germany <b>Speakers:</b> Ms Viviane Reding, European Commissioner for Information Society and Media Dr. Fabio Colasanti, Director General, Information Society and Media (EC) Mr Lieven Danneels, Managing Director of Televic Mr Christian Morales, CEO of Intel Europe Mr Jeremy Roche, Chairman of the European Software Association															
10.00 - 11.15 Thematic Session 2	<b>Eco-Innovation: From blue sky to green profits</b> <b>Moderator:</b> Mr Willy De Backer, Editor in Chief of EurActiv <b>Speakers:</b> Mr Stavros C. Dimas, European Commissioner for Environment Mr Jeroen van der Veer, CEO of Shell Ms Nance K. Dicciani, President and CEO, Specialty Materials, Honeywell International Mr Bertrand Collomb, Chairman of the Board of Directors, Lafarge Dr. Wolfgang Sachs, Senior Research Fellow of the Wuppertal Institute															
11.15 - 11.45	Coffee break															
11.45 - 13.00 Thematic Session 3	<b>European Industrial base: Dead loss or new start?</b> <b>Moderator:</b> Mr Edouard Croufer, Director Arthur D. Little, Benelux <b>Speakers:</b> Mr Gert Jan Koopman, Principal Adviser, DG Enterprise (EC) Ms Clara Gaymard, Ambassador, President of Invest in France Agency Mr Guy Dollé, CEO of Arcelor Mr Gerard Kleisterlee, CEO of Philips Prof. Roger Sudgen, Professor of Birmingham University															
11.45 - 13.00 Country group 1	<b>Reform to perform: What governments do to achieve Lisbon</b> <b>Moderator:</b> Ms Françoise Le Bail, Deputy Director-General, DG Enterprise (EC) <table><tr><td></td><td><b>Austria</b></td><td>Mr Michael Losch, Director-General of the Federal Ministry of Economics and Labour</td></tr><tr><td></td><td><b>Denmark</b></td><td>Ms Anne-Dorte Riggelsen, Under-Secretary, Ambassador</td></tr><tr><td></td><td><b>Ireland</b></td><td>Mr Seamus O'Morain, Assistant Secretary General, Competitiveness and International Affairs, Ministry of Enterprise, Trade and Employment</td></tr><tr><td></td><td><b>Lithuania</b></td><td>Mr Kestutis Daukšys, Minister of Economy</td></tr><tr><td></td><td><b>Spain</b></td><td>Mr Miguel Sabastián, State Secretary, Prime Minister's Office</td></tr></table>		<b>Austria</b>	Mr Michael Losch, Director-General of the Federal Ministry of Economics and Labour		<b>Denmark</b>	Ms Anne-Dorte Riggelsen, Under-Secretary, Ambassador		<b>Ireland</b>	Mr Seamus O'Morain, Assistant Secretary General, Competitiveness and International Affairs, Ministry of Enterprise, Trade and Employment		<b>Lithuania</b>	Mr Kestutis Daukšys, Minister of Economy		<b>Spain</b>	Mr Miguel Sabastián, State Secretary, Prime Minister's Office
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13.00 - 14.30	Networking lunch															
13.30 - 14.30	EUREKA Conference															
14.45 - 15.45 Plenary Session 1	<b>Building a Europe of Excellence to create growth and jobs</b> <b>Speakers:</b> Mr Jean-Claude Daoust, President of FEB Mr Guy Verhofstadt, Prime Minister of Belgium Dr. Heinrich v. Pierer, Chairman of the Supervisory Board, Siemens AG Mr Ernest-Antoine Sellière, President of UNICE Mr José Manuel Barroso, President of the European Commission															
16.00 - 17.15 Thematic Session 4	<b>EU Research: Building a knowledge-based economy</b> <b>Moderator:</b> Mr Christophe Leclercq, General Manager of EurActiv <b>Key note speeches:</b> Mr Janez Potočnik, European Commissioner for Science and Research Mr Esko Aho, Chairman of the R&D Expert Group of the Commission, President of Sintra, former Prime Minister of Finland <b>Speakers:</b> Mr Arthur van der Poel, Chairman of the EUREKA Cluster MEDEA+ Mr Roch Doliveux, CEO of UCB Group Mr Tomas Hruđa, CEO of CzechInvest Dr. Jens Rostrup-Nielsen, Member of the European Research Council															
16.00 - 17.15 Country group 2	<b>Reform to perform: What governments do to achieve Lisbon</b> <b>Moderator:</b> Mr Geert Noels, President of the Economic Committee of FEB, Partner and Chief Economist of Petercam <table><tr><td></td><td><b>Belgium</b></td><td>Mr Didier Donfut, State Secretary for European Affairs</td></tr><tr><td></td><td><b>Estonia</b></td><td>Mr Keit Kasemets, Director of the EU Secretariat</td></tr><tr><td></td><td><b>Italy</b></td><td>Mr Giorgio La Malfa, Minister of European Policy</td></tr><tr><td></td><td><b>Luxembourg</b></td><td>Mr Jeannot Krecké, Minister of Economy and Foreign Trade</td></tr><tr><td></td><td><b>Sweden</b></td><td>Mr Bosse Ringholm, Deputy Prime Minister</td></tr></table>		<b>Belgium</b>	Mr Didier Donfut, State Secretary for European Affairs		<b>Estonia</b>	Mr Keit Kasemets, Director of the EU Secretariat		<b>Italy</b>	Mr Giorgio La Malfa, Minister of European Policy		<b>Luxembourg</b>	Mr Jeannot Krecké, Minister of Economy and Foreign Trade		<b>Sweden</b>	Mr Bosse Ringholm, Deputy Prime Minister
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	<b>Sweden</b>	Mr Bosse Ringholm, Deputy Prime Minister														

17.30 - 18.30  
Thematic Session 5

### One Services Market: Key to growth and jobs?

**Moderator:** Mr Rudi Thomaes, CEO of FEB  
**Speakers:** Mr Laurens Jan Brinkhorst, Deputy Prime Minister and Minister of Economic Affairs of the Netherlands  
Ms Henryka Bochniarz, President of PKPP, Vice-President of UNICE  
Mr Andy Green, CEO of BT Global Services  
Mr John Monks, Secretary General of ETUC

17.30 - 18.30  
Country group 3

### Reform to perform: What governments do to achieve Lisbon

**Moderator:** Mr David Brown, Director of Arthur D. Little United Kingdom

	<b>Czech Rep.</b>	Dr. Ing. Jiří Havel, Vice Prime Minister for Economics
	<b>France</b>	Mr Raymond Cointe, Deputy Secretary-General of SGCI
	<b>Malta</b>	Mr Censu Galea, Minister for Competitiveness and Communications
	<b>Portugal</b>	Dr. Hélder de Oliveira, Director General Enterprises Department, Ministry for Economy and Innovation
	<b>Slovenia</b>	Dr. Janez Šušterčič, Director of the National Institute for Macroeconomic Analyses and Development

20.00

### Gala Dinner

**Welcome address** by Mr Benoit Cerexhe, Minister of Employment, Economy and Research (Brussels-Capital region)  
**Guest of Honour:** Dr. Wolfgang Schüssel, Federal Chancellor of Austria

## Gala Dinner Mozart 250<sup>th</sup> Anniversary

Wolfgang Amadeus Mozart is the most famous Austrian of all time. 2006 marks the 250<sup>th</sup> anniversary of his birth and the European Business Summit will be honouring this musical genius with a spectacular Austrian gala dinner on Thursday 16 March.

Since good contacts are not only built during formal meetings, you can book a corporate table (10 seats).



## Friday 17 March 2006

08.00 - 09.30  
Breakfast Session



### Regional Policy: How to contribute to more growth and jobs

**Speakers:** Mr Graham Meadows, Director General of Regional Policy (EC)  
Mr Rudy Aernoudt, Chef de Cabinet of the Flemish Minister for Economy, Enterprise, Science, Innovation and Foreign Trade  
Mr Peter Straub, President of the EU Committee of the Regions  
Mr Simon Dewulf, Founder and Managing Director of CREAX

08.00-08.45  
Country group 4

### Reform to perform: What Candidate Countries do to achieve Lisbon



**Moderator:** Dr. Adrian Van den Hoven, Director International Relations of UNICE

	<b>Croatia</b>	Mr Damir Polančec, Vice Prime Minister
	<b>Turkey</b>	Mr Ali Babacan, Minister of State for EU Relations

08.45 - 09.30

### Reform to perform: What Acceding Countries do to achieve Lisbon

**Moderator:** Mr Fabian Wehnert, Chairman of UNICE's Bulgaria Network

	<b>Bulgaria</b>	Mr Lyubomir Datzov, Deputy Minister of Finance
	<b>Romania</b>	Mr Ioan-Codruț Șereș, Minister of Economy and Commerce

09.30 - 10.30  
Thematic Session 6

### Innovation: How should Europe manage it?

**Moderator:** Mr Richard Clarke, CEO of Arthur D. Little  
**Speakers:** Mr David White, Director of DG Enterprise (EC)  
Mr Veit Sorger, President of IV (Federation of Austrian Industry)  
Mr Niklas Zennström, CEO of Skype (eBay)  
Baron Daniel Janssen, Chairman of the Board of Solvay  
Prof. Frans van Vught, University of Twente, Adviser to President Barroso and Member of the Dutch Innovation Platform

## Friday 17 March 2006 (continued)

09.30 - 10.30

Country group 5

### Reform to perform: What governments do to achieve Lisbon

**Moderator:** Ms Diane Struyven, Director of the European Department FEB

	<b>Greece</b>	Mr George Alagoskoufis, Minister of Economy and Finance
	<b>Latvia</b>	Mr Arturs Krisjanis Kariņš, Minister of Economics
	<b>The Netherlands</b>	Mr Jan-Willem Oosterwijk, Secretary General of the Ministry of Economic Affairs
	<b>Slovakia</b>	Mr Pal Csaky, Deputy Prime Minister for European Affairs
	<b>The United Kingdom</b>	Lord Sainsbury, Parliamentary Under Secretary of State for Science and Innovation

10.30 - 11.00

Coffee break

11.00 - 12.15

Plenary Session 2

### Building a Europe of Excellence: Turning knowledge into growth

**Speakers:** Mr Rudi Thomaes, CEO of FEB  
Mr Günter Verheugen, Vice-President of the European Commission, Commissioner for Enterprise & Industry  
Mr Philippe De Buck, Secretary General of UNICE  
Mr Martin Bartenstein, Austrian Federal Minister of Economics and Labour, President of the EU Competitiveness Council

12.15 - 14.00

Networking lunch

14.00 - 15.00

Thematic Session 7

### State Aid to research: Reform to improve EU innovation






**Moderator:** Mr John Rossant, Vice-President Communications & Public Affairs, Publicis Group  
**Speakers:** Ms Neelie Kroes, European Commissioner for Competition  
Prof. Alain Pompidou, Chairman of the European Patent Office  
Mr Claude Wiseler, Minister for Civil Service and Administrative Reform, Minister of Civil Engineering of Luxembourg  
Dr. Jan van den Biesen, Vice-President Public R&D Programmes, Philips Research  
Prof. Arnoud de Meyer, Deputy Dean of INSEAD University

14.00 - 15.00

Country group 6

### Reform to perform: What governments do to achieve Lisbon

**Moderator:** Mr Pieter Timmermans, General Manager FEB

	<b>Cyprus</b>	Dr. Michalis Sarris, Minister of Finance
	<b>Finland</b>	Mr Ilkka Kajaste, Deputy Director General of the Ministry of Finance
	<b>Germany</b>	Mr Michael Glos, Federal Minister of Economics and Technology
	<b>Hungary</b>	Mr Etele Baráth, Minister for European Affairs
	<b>Poland</b>	Mr Piotr Grzegorz Wozniak, Minister for Economic Affairs and Labour

15.00 - 15.30

Coffee break

15.30 - 16.30

Thematic Session 8

### The Responsible Partnering Initiative: Partnering for Excellence between Science and Business

**Moderator:** Dr. Gilles Capart, Chairman of the Board of ProTon Europe  
**Speakers:** Prof. Georg Winckler, President, European University Association, Rector, University of Vienna  
Ms Prof. Unni M. Steinsmo, President and CEO of SINTEF  
Mr Leif Kjaergaard, Executive Vice-President, Strategy and Innovation of Danisco  
Ms Marie-Dominique Simonet, Minister of Research of Walloon Region

16.30

Farewell drink

Note: Most speakers have already confirmed their participation. For some, confirmation is still pending.

## Parallel sessions

Next to the general programme, parallel sessions will be organised. Please visit our website for an updated overview.

### Thursday 16 March

**JA-YE Europe** "Young female entrepreneurs: a new generation in enterprise", 11.45

**EUREKA** "Conference on the 20 years of EUREKA Belgian office", 13.30

**Czechinvest** "Czech Republic - from knowledge to innovation, from innovation to growth - Innovation model of the next generation", 17.30

### Friday 17 March

#### European Commission, DG Enterprise and Industry

"A European enterprise policy for growth and jobs", 12.15

**ProTon** "The Responsible Partnering initiative: who supports it and why is it crucial in a world of open innovation?", 12.15

**BBE** Belgian Business for Europe meeting, 12.15

**Friends of Europe** Atlantic Rendez-vous TV debates: "Is there an open high-tech marketplace across the Atlantic?", 14.00

**MEDEA and the Arab-Belgium-Luxembourg Chamber of Commerce** "Innovation Arabia", 15.00

**EurActiv** "Socio-economic reforms: solutions...? A debate between European think tanks and stakeholders, organised by Fondation EurActiv", 15.30



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## Practical Information

### Date and venue

The European Business Summit will take place in Brussels on 16 and 17 March 2006.

Venue: **TOUR & TAXIS**  
AN URBAN EXPERIENCE

Avenue du Port 86c  
B-1000 Brussels

### Summit fee

The Summit fee covers entrance to all summit sessions, coffee breaks and lunches, Gala dinner on Thursday 16 March and all conference documentation.

- **Conference fee: 980 €**
- **Special price for partners and supporters: 490 €**  
(21% VAT excluded. 21% recoverable for taxable companies)

### Registration

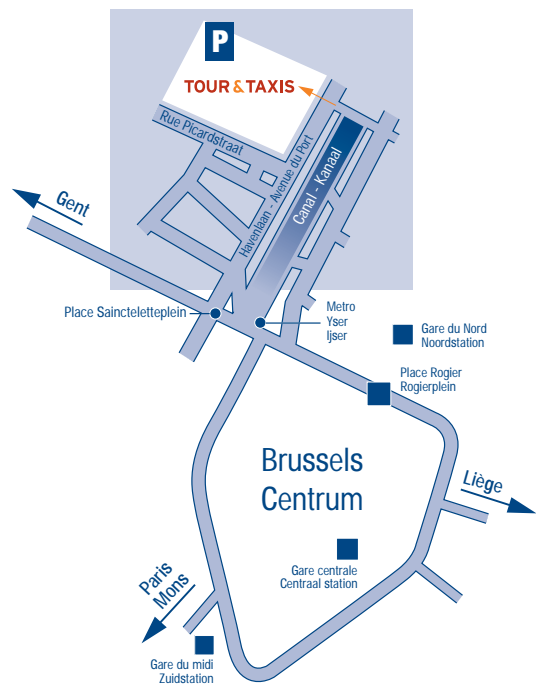
Register online on our website [www.ebsummit.org](http://www.ebsummit.org)

### Hotel reservation

Book a hotel online on our website [www.ebsummit.org](http://www.ebsummit.org) using our partner RESOTEL

### Contact us

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### Registration online

If you do not want to miss this unique opportunity to be a part of the most important dialogue between leading European business people and policy makers...

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