

EUROPE

## ➤ WHY DO COMPANIES CARE ABOUT EUROPE?

JOIN US TO HAVE A STRONG SAY IN THE DEBATE ON EUROPE



“I invite you to join hundreds of other business people in questioning the efficiency and the objective of Europe and its companies. We have a new formula and format, moving closer to entrepreneurs and involving more policy-makers. I know that UNICE Day will be a stimulating experience, as well as an opportunity to influence policy-makers’ thinking.”

Ernest-Antoine Seillière, President of UNICE

**BENEFITS OF ATTENDING**

- You are interested in exploring how Europe can do things better.
- Hear about how leading companies achieve success.
- Pick up practical tips for your own business from speakers.
- Influence the debate on issues which affect your business.
- Network and make new business contacts.

**FEATURING**

JOAQUIN ALMUNIA, **EU COMMISSIONER**  
JOSÉ MANUEL BARROSO, **PRESIDENT OF THE EUROPEAN COMMISSION**  
JOSEP BORRELL, **PRESIDENT OF THE EUROPEAN PARLIAMENT**  
DANIEL COHN-BENDIT, **MEMBER OF THE EUROPEAN PARLIAMENT**  
LUCA CORDERO DI MONTEZEMOLO, **CONFINDUSTRIA PRESIDENT**  
ARNDT KIRCHHOFF, **SME ENTREPRENEUR**  
PASCAL LAMY, **WTO DIRECTOR GENERAL**  
PETER MANDELSON, **EU COMMISSIONER**  
CHARLIE McCREEVY, **EU COMMISSIONER**  
JOHN MONKS, **ETUC SECRETARY GENERAL**  
LAURENCE PARISOT, **MEDEF PRESIDENT**  
MARY ROBINSON, **HONORARY PRESIDENT OXFAM INTERNATIONAL**  
ERNEST-ANTOINE SEILLIÈRE, **UNICE PRESIDENT**  
CHRISTOFER TAXELL, **EK PRESIDENT**  
JÜRGEN THUMANN, **BDI PRESIDENT**  
MATTI VANHANEN, **PRIME MINISTER OF FINLAND**  
GÜNTER VERHEUGEN, **EU COMMISSIONER**  
MARGOT WALLSTRÖM, **EU COMMISSIONER**  
GRAHAM WATSON, **MEMBER OF THE EUROPEAN PARLIAMENT**

**UNICE**

THE VOICE OF BUSINESS IN EUROPE

# WHY SHOULD YOU BE THERE? COME AND BE PART OF THE DEBATE!

## PLENARY SESSION

### WHY DO COMPANIES CARE ABOUT EUROPE?

The European Union has grown dramatically since its birth in 1958. For some Europe is too big, too standardised and has too many members. For others too small for the scale of business operations, too limited by red tape, with restricted choice given to 450 million citizens. Outside, the world offers countless opportunities. Do companies care about Europe?

## WORKSHOP 1

### WHY DO COMPANIES CARE ABOUT THE SINGLE MARKET?

Competitiveness relies on ability to perform but also on conditions to operate businesses. The Commission plan to make better regulation was launched one year ago. What has happened since? Do Brussels and the EU countries make it simple for companies? SMEs, the “backbone” of the EU economy, providing two thirds of European jobs, do they draw full benefit? How far is Europe towards establishing a single market for services? How long will we wait for a European energy market?

## WORKSHOP 2

### WHY DO COMPANIES CARE ABOUT A EUROPEAN GROWTH AND JOBS STRATEGY?

Europe is paying a high price for not having implemented necessary structural measures: gloomy growth performances and a painfully high unemployment rate are the symptoms of an economy without proper dynamism: What is the trick? Who is going to be first? What are EU and national governments doing to turn the brain drain into a brain gain?

## WORKSHOP 3

### WHY DO COMPANIES CARE ABOUT A EUROPEAN APPROACH TO LIBERALISED TRADE?

With a meagre deal on trade access and facilitation at the end of 2005 in Hong Kong, European business does not enjoy the full potential of global trade. Yet, business keeps moving into new markets and sectors abroad. What will be the picture in 2020? What needs to happen until then for the world to dismantle barriers and pass on the gains to people?

## CONCLUSIONS

### DOES EUROPE CARE ABOUT COMPANIES?

Demographics, globalisation, technology and environmental challenges will all change Europe, its people and companies. Does Europe wait and see or rather sit in the driving seat? Where is Europe going: constitution, governance, citizens' support ... what is the place for companies in that Europe?