

PLAY TO WIN

Europe and its companies have the opportunity now to strive for leadership and victory. The recent Olympic games in Athens have showed us that Europe can play to win: 286 medals, 82 gold medals, 101 silver medals and 103 bronze for Europe-25 gives a good measure of the capacity of the European Union. Compared with the USA (103) and China (63) those figures are inspiring and promising. And there is surely more good to come if our continent manages to adapt to change and lay the foundations for a Europe with jobs, growth and prosperity. That is UNICE's vision for our future!

With support from European Round Table of Industrialists (ERT)

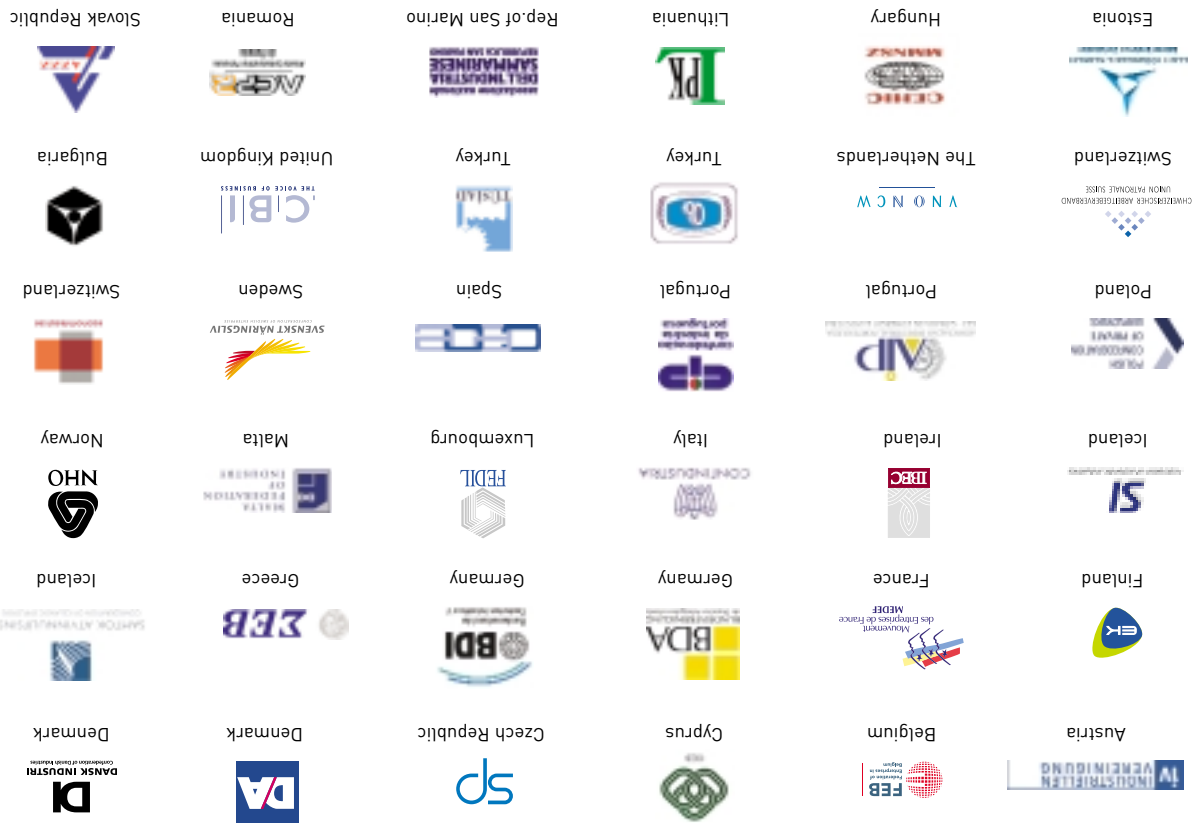
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UNICE
THE VOICE OF BUSINESS IN EUROPE

2nd COMPETITIVENESS DAY 9 DECEMBER 2004

PROGRAMME

AT THE EUROPEAN PARLIAMENT'S HEMICYCLE IN BRUSSELS



MESSAGE FROM UNICE PRESIDENT



I take great pleasure in inviting you to UNICE's second Competitiveness Day, which is to be held in Brussels on 9 December 2004.

Companies have always needed to be competitive in order to succeed, but in today's global market place this is essential for their very survival. Competitiveness Day is the business community's demonstration in favour of a climate which allows companies to devote their energies to doing business instead of dealing with unnecessary red tape.

"Play to win" is the leitmotiv we have chosen this Olympic year: European companies possess the talent, vision and power to stay

in business and to grow. However, the right environment must be in place to release companies' potential. We need an environment which is conducive to business.

It is in all our interest that Europe should work hard to make the Lisbon vision real: more jobs, prosperity and a sustainable development through faster economic growth, more innovative power, and entrepreneurial spirit driven by competitive companies.

Jürgen Strube

PROGRAMME

MORNING

→ 10h05

European companies at the heart of a stronger Europe

Mr Jürgen Strube, President of UNICE

→ 10h10

Making Europe more competitive

Mr Günter Verheugen, Vice-President European Commission, Enterprise and Industry

→ 10h25

New European Parliament's vision for competitiveness

Mr Josep Borrell, President of the European Parliament (tbc)

→ 10h40-12h00

Is a conducive environment for business in place?

- Mr Dieter Hundt, President of BDA
- Mr Ulysses Kyriacopoulos, President of the Federation of Greek Industries and CEO of Silver & Baryte Ores Mining Co
- Mr Paul Bolman, Group President Europe, Procter & Gamble
- Mr Jean-René Fourtou, Chairman Vivendi, President of ICC
- Mrs Sabine Herold, Co-owner and Managing Director, DELO Industrial Adhesives
- Mr John Monks, Secretary General of ETUC

Moderator: Alex Puissant, Journalist

→ 12h10-12h45

How to boost competitiveness by 2010 : Lisbon mid-term review

Mr Philippe de Buck, UNICE Secretary General

Industry wants to stay in Europe, does Europe want industry to stay?

Mr Guy Dollé, President Eurofer and CEO of Arcelor

A stability-oriented monetary policy as a necessary condition for long-term growth

Mr Jean-Claude Trichet, President of the European Central Bank

→ 12h45-14h00

LUNCH

AFTERNOON

→ 14h00

European companies in pole position

Mr Luca Cordero di Montezemolo, President of Confindustria, CEO of FIAT and CEO of Ferrari

→ 14h15

Better governance and better regulation

Ms Danuta Hübner, Commissioner European Commission

→ 14h30-15h45

Competitiveness in an enlarged Europe

- Mr John Weston, CEO of Spirent Plc.
- Mr Laurens Jan Brinkhorst, Dutch Minister of Economics and President of the Competitiveness Council
- Mr Christoph Leitl, President of Eurochambers
- Mr Peter Bakker, CEO TPG
- Mr Giles Chichester, Chairman of EP's Industry Committee (tbc)
- Mr Ján Figel, Member of the European Commission (tbc)

Moderator: Alex Puissant, Journalist

→ 15h45-16h05

The Lisbon Commission

Mr José Manuel Barroso, President of the European Commission (tbc)

→ 16h05-16h15

Closing-Europe and its companies united to win

Mr Jürgen Strube, President of UNICE

REGISTER ONLINE NOW WWW.UNICE.ORG

If you want to be part of the Competitiveness Day, please register online now!

Follow these three easy steps:

1. Visit our website www.unice.org
2. Click on "Registration"

You will find an e-registration form to fill in - be sure to complete all fields.

3. Click on "Submit"

You will receive an e-mail message with an attached barcode confirmation letter in PDF format, which you will exchange against a European Parliament badge at the event.

FOR MORE INFORMATION REGARDING REGISTRATION, PLEASE CALL SUMMIT REGISTRATION & SERVICE → +31 (0)346 58 40 48

PRACTICAL INFORMATION

The Competitiveness Day will take place in Brussels on Thursday 9 December 2004.

Venue:

European Parliament (Hemicycle)
rue Wiertz - 1047 Brussels, Belgium

Participation is free of charge but registration in advance is necessary to secure access to the European Parliament.

(Registrations will be closed on Monday 6 December 2004 or might be closed earlier if full capacity of the venue is reached).

FOR MORE INFORMATION REGARDING THE EVENT, PLEASE CONTACT UNICE BY EMAIL : COMPETDAY@UNICE.BE.