

Sixth Bruges European Business Conference

“Drivers of Growth”

DIGITAL ECONOMY • ENERGY POLICY • TRANSATLANTIC TRADE



PROVISIONAL PROGRAMME

Registration & Coffee: 8.45 – Foyer

Plenary Session: 9.20 – 11.30 – Room E

► Global Challenges to the recovery of the EU economy

Welcome: **Prof. Jörg Monar**, Rector of the College of Europe

Walter van Kuijen, Senior Vice President, Global Government & Public Affairs, Royal Philips

John F. Sammis, Deputy Chief of Mission, United States Mission to the European Union

Philippe Lamberts, MEP, Co-Chair Group of the Greens/European Free Alliance

Dame DeAnne Julius, Chair, Council of University College London & Non-Executive Director of Roche Holding Ltd and Jones Lang LaSalle

Q&A session

Chair: **Prof. Phedon Nicolaides**, Director, European Economic Studies Department, College of Europe

► Drivers of Growth: Digital, Energy, Trade

Three Parallel Breakout Sessions: 11.40 – 13.30 – Rooms E, D, and G

Digital Economy: How to fulfil the potential of the Digital Economy in Europe

Juhan Lepassaar, Head of Cabinet, Cabinet of Vice President Ansip, Digital Single Market

Stephen Collins, Vice President, Corporate Affairs, Microsoft EMEA

Markus Reinisch, Group Public Policy Director, Global, Vodafone

Simon Hampton, Director, Technology Policy Advocates

Chair: **Mark Williams**, Partner, Corporate Finance, Economic Consulting, Deloitte

Energy Policy: How to achieve European energy integration

Joost van Roost, President, ExxonMobil Benelux

Federico Tarantini, Energy Policy Directorate, DG ENERGY

Vera Brenzel, Head of E.ON AG EU-Representative Office

Sami Andoura, European Energy Policy Chair, College of Europe & Senior Research Fellow, Notre Europe – Jacques Delors Institute

Chair: **Veronique Laurent**, Partner and European Power Leader, Deloitte

Transatlantic Trade: How to reach mutually beneficial EU/U.S. regulatory convergence

Denis Redonnet, Head of the Trade Strategy Unit , DG TRADE, European Commission

Jacques Pelkmans, Senior Fellow, CEPs & Professor, College of Europe

Hylke Vandenbussche, Professor, KU Leuven & Advisor, DG ECFIN, European Commission

Alain Berger, Senior Vice President for European Affairs, ALSTOM

Chair: **Christiane Cunningham**, EMEA Regulatory & Public Policy Partner, Deloitte

Lunch Break: 13.30 – 14.40 – Room A/B

Feedback on Workshop Conclusions: 14.45 – 15.15 – Room E

The workshop Chairs report the main findings of the breakout sessions to the plenary

Digital Economy: **Mark Williams**

Energy Policy: **Veronique Laurent**

Transatlantic Trade: **Christiane Cunningham**

Chair: **Prof. Phedon Nicolaides**, Director, European Economic Studies Department, College of Europe

► *Roadmap for the recovery of EU economy*

Concluding Plenary Session: 15.15 – 17.00 – Room E

Keynote Address: **Jyrki Katainen**, Vice President of the European Commission

Klaus Dieter Rennert, CEO of Hitachi Europe Ltd.

Markus Beyrer, Director-General BUSINESSEUROPE

Arnaldo Abruzzini, Secretary General Eurochambres

Q&A Session

Chair: **Alastair Macdonald**, Brussels Bureau Chief, Reuters

After-Conference Reception: 17.00 – 18.30 – Foyer

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The Bruges European Business Conference is a joint initiative of the College of Europe's specialisation on "[European Economic Integration and Business](#)" and Deloitte, to exchange ideas on public policy challenges and debate EU-related issues of importance to European business.

The College of Europe, in partnership with Deloitte, is pleased to host the sixth Bruges European Business Conference, to be held on **Tuesday 17 March 2015** at the College's campus in Bruges. The purpose of the Conference is to bring together European political and business leaders to discuss the state of the European economy, appropriate policy responses and business strategies. Invited speakers, will analyse the factors impacting on economic growth and outline their proposals. The European Commission's top priority is to get Europe growing again and creating jobs. By establishing a connected digital single market, up to €250 billion of additional growth in Europe can be generated. At the same time, the EU needs to lay the foundations of an energy union that can ensure energy security and competitive prices. The EU also can boost trade through the Transatlantic Trade and Investment

Partnership (TTIP), which can improve the export potential of quality European enterprises.

Additional Information:

Details about workshop topics, speakers and venue are available on the [Conference Website!](#)

Registration:

Participation is free of charge but registration is required. Online registrations are open until 12 March 2015: [Online Registration Form!](#)

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