



**BUSINESSEUROPE Day 2018**  
**The value.s of business**  
**Draft programme 27.02.2018**

Venue: Cercle de Lorraine,  
6 place Poelaert, 1000 Brussels

**08.00 Registration and coffee**

**09.00 Session 1: Business and society**

*Moderator: Mrs Maithreyi Seetharaman, CEO, Founder, Facultas Media Limited*

**Welcome by Mr Markus J. Beyrer, Director General of BusinessEurope**

**Introductory video**

**Opening address by Mrs Emma Marcegaglia, President of BusinessEurope**

**09.30 Keynote speech by Mr Donald Tusk, President of the European Council**

**Society needs and companies' answers**

*What is the role of business and entrepreneurs in tackling various key challenges in society today? How does business contribute to society while ensuring their long-term success? What are the values of entrepreneurship and what is their place in our European values?*

Panellists:

Dr **Henryka Bochniarz**, President of Polish Confederation Lewiatan

Mr **Hans de Boer**, President of the Confederation of Netherlands Industry and Employers, VNO-NCW

Mr **Pierre Gattaz**, President of Mouvement des entreprises de France, MEDEF

Mr **Jens Rohde**, Member of the European Parliament

Mr **Luca Visentini**, General Secretary of the European Trade Union Confederation, ETUC

**Young, successful and European**

Testimony of Mr **Nicola Altobelli**, Commercial Director of Eceplast and Vice President of Confindustria Young Entrepreneurs

**10.45 Networking break**

**11.15 Session 2: Business in a rapidly changing world**

*Moderator: Mr Paul Adamson, founder and editor of E!Sharp*

**How European industry brings value to society in a globalised world**

Testimony of Ms **Saori Dubourg**, Member of the Board of Executive Directors, BASF SE

**Trade and changing production patterns**

*The global market is rapidly changing. Supply chains are integrating more and more. Markets are opening up. At the same time the topic of globalisation is contested by some and the debate has been intensifying over the past decade. How do we retain and re-balance the positive progress of a globalised world with delivering for people in their local communities? How can we make sure that trade policy delivers both economically and socially for companies and citizens?*

Panellists

Prof **Ferdinand de Ville**, Ghent university

Mr **Bernard Gilliot**, President of Federation of Enterprises in Belgium, VBO-FEB

Mrs **Arancha González**, Executive Director International Trade Centre

Mrs **Carola Lemne**, Director General of Confederation of Swedish Enterprise, SN

Mr **Danny McCoy**, CEO of the Irish Business and Employers' Confederation, Ibec

**12.30**      **Keynote speech by Mr Jyrki Katainen, Vice-President of the European Commission**

**13.00**      **Walking lunch**

**14.15**      **Session 3: Business as a key player in technological change**  
*Moderator: Mr Sean Klein, Media Consultant, SeanKlein Media Ltd*

**Companies driving innovation**

*More than anything digitalisation and technological progress are shaping tomorrow's businesses and impacting society as a whole. At the same time innovation is taking place in processing and services. What does the world ahead us look like? Who are tomorrow's champions? And do we have the right policies in place to support these developments?*

Panellists:

Mr **Erich Clementi**, Chairman IBM Europe and Senior Vice President Global Integrated Accounts

Mr **Jo Deblaere**, COO and CEO-Europe of Accenture

Mr **Dieter Kempf**, President of the Federation of German Industries e. V., BDI

Mrs **Ann Mettler**, Head of European Political Strategy Centre, European Commission

Ms **Carina Szpilka**, President of ADIGITAL

**15.30**      **Session 4: One big question: Brexit**  
*Moderator: Mr Sean Klein, Media Consultant, SeanKlein Media Ltd*

**Keynote speech by Mr Michel Barnier, Chief Negotiator - Task Force for the Preparation and Conduct of the Negotiations with the United Kingdom under Article 50 TEU**

**15.50**      **Business for Europe: wrap-up interview with Mrs Emma Marcegaglia, President of BusinessEurope**

**16.00**      **Networking drink**