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# European Business Summit

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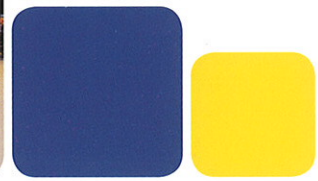
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Congress



## summit report 2011 EDITION



# 9<sup>TH</sup> EUROPEAN BUSINESS SUMMIT

EUROPE IN THE WORLD: LEADING OR LAGGING?  
18 & 19 MAY, BRUSSELS

Europe's key meeting place for business leaders and decision makers

Report in collaboration with Chris White

The European Business Summit is an initiative of BUSINESSEUROPE and the Federation of Enterprises in Belgium (FEB), with the support of the European Commission



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SESSION 9 // THURSDAY 19 MAY 2011, 10.00 - 11.15

Industry: A future for Europe in the global economy?

**MODERATOR** ■ **Fernand Dimidschstein** / *Managing Director, Accenture Management Consulting France & Benelux*

**SPEAKERS** ■ **Antonio Tajani** / *Vice President and Commissioner for Industry and Entrepreneurship*

■ **Philippe de Buck** / *Director General, BUSINESSEUROPE*

■ **Bruno Strigini** / *President Europe & Canada, MSD*

■ **Dirk G. Bochar** / *Secretary General, FEANI*

■ **Martin Schoeller** / *President, Europe's 500 - Entrepreneurs for Growth*

First to take on the floor was Antonio Tajani, Vice President and Commissioner for Industry and Entrepreneurship who stated simply that Europe has no future without an industrial sector. He elaborated on this statement by explaining that Europe's economy over the last few years was built on the services industry. Specifically the financial services sector which exposed Europe to a great deal of risk with the economic collapse of 2008. He therefore proposed a new model for industry which would marry industry and SMEs with financial services providers in, for example, the quest for green technology. Coupled with a new Industrial Innovation Policy Commissioner Tajani envisioned an industrial policy that backs the "real economy".

The Commissioner was then followed by Philippe de Buck who saw the future of European industry as facing a certain number of challenges. He explained that Europe finds itself in a global market where European industry can export its products across the world but where European industry must also compete at a global level. He underlined the fact that Europe's manufacturing sector makes up 17% of GDP and employs 23 million people on the continent. Adding in other industrial sectors such as power, construction and others that number would reach over 46 million, or half the European workforce. Mr de Buck called on Commissioner Tajani to create an integrated package that touched on the policy areas of many of his colleagues at the commission when looking at an industry package. He continued by warning that while the competitiveness council had made some advances, in his opinion it was not fulfilling its intended purpose as it failed to look at core issues.



In closing, Mr de Buck warned against climate policy scaring business away from the EU saying that climate policy must fit with business in order to allow them to compete on a level playing field with other economies around the globe.

Bruno Strigini explained that there is real dynamism in European industry but that we must not become complacent as other economies are developing just as fast. He continued that Europe has many strengths but that the good ideas and targets set by government must be followed up by real action. Relating to his own industry, he called for the value of innovation to be recognized by government and for fiscal incentives to be present to reward innovation at its true value.

On behalf of engineers in Europe, Dirk G. Bochar called for better transparency in qualifications for engineers as some diplomas from certain member states are not recognised in other parts of the EU. This lack of transparency in qualifications was cited as one of the chief barriers to effective mobility of engineers in Europe, a problem he said was acutely felt in Germany where 65,000 engineering jobs remain unfilled due to a lack of suitable candidates.

Martin Schoeller, President of Europe's 500-Entrepreneurs for Growth, opened by stating that "what gets financed gets done". He called for more funding of green technology development as he explained that the greening of the economy is something that runs through every aspect of the economy. In this vein Mr Schoeller looked forward to the prospect of having a "green valley" in Europe similar to Silicon Valley in the US that would be the world leader in green technology development. Indeed, he highlighted the fact that the EU is the world leader in green technology development and that emissions cuts would only be a boon to this new market as they would call for the substitution of fossil fuel based power plants with renewable energy sources, increasing demand for green technology.



Fernand Dimidschstein



Antonio Tajani



Philippe de Buck



Bruno Strigini



Dirk G. Bochar



Martin Schoeller