

The Future of Europe Summit

Andorra, 19-20 November 2009

Making the European recovery work: how, when, what?

The 4th Future of Europe Summit will provide a timely opportunity to take stock of the economic outlook in Europe one year into an unprecedented crisis. The Summit will use outcome-oriented discussions and brainstorming sessions to identify the actions and policies needed to shape the recovery and opportunities for European growth. The Summit agenda will focus on the major changes that the crisis is bringing to our economies and societies, and on how corporations are managing this sharp downturn while protecting their long-term competitiveness. It will also look at the evolving relationship between the EU and some of its non-member closest partners.

Discussions will also address the lessons to be drawn from the crisis with respect to the functioning of the European Union, and will assess the impact of the regulatory frameworks which are emerging. How the crisis will affect European objectives for fighting climate change, what does it show about the effectiveness of the management of the Euro, and what will be the impact on European entrepreneurship? These key questions will stimulate debate and thinking among the participants. We will also look at sectors which – like tourism - are hard hit by the crisis, those which may benefit, and how Europe can optimize its competitiveness during tough times.

As of 18 November 2009

Thursday, 19 November	
08:00 – 09:00	Registration of participants
09:00 - 09:15 Auditorium	Welcoming address by Jaume Bartumeu, Prime Minister of Andorra
09:15 – 10:45 Auditorium	<p><i>Opening plenary assessment</i></p> <p>Europe economic outlook: any light at the end of the tunnel? How are the European economies faring? Are we starting to see the effects of recovery plans? Has bank lending and the availability of liquidity stabilized? Where are the weaknesses? Strengths? What outlook for European business?</p> <p>Antoni Abad, President, ESBAN Spanish Business Network Federation Cinzia Alcidi, Research Fellow, Centre for European Policy Studies, CEPS (Brussels) Emiliano Duch, President and Founder, Competitiveness, Spain</p> <p>Chaired by: Claude Smadja, Smadja & Associates, Switzerland</p>
10:45 – 11:15	Contact break



THE FUTURE
OF EUROPE SUMMIT
ANDORRA

<p>11:15 – 12:45 Terra</p>	<p><i>Plenary Session</i> Expanding strategic relationships with the EU The issue of "models of association" with the EU is gaining in importance, as in the case of Andorra, which continues to develop its strategic relationship with the Union. This is particularly relevant in the new economic landscape emerging from the present crisis. What is the latest EU thinking on different types of relationships within the European context, amongst member states but also with small European states like Andorra or Switzerland? How does the EU look at these issues while it is still in the process of creating more efficient internal processes? What would be the best way to optimize relationships with countries like Andorra?</p> <p>Eugeni Bregolat, Ambassador of Spain in Andorra, Embassy of Spain, Andorra Óscar Ribas Reig, Former Prime Minister of Andorra, Special Ambassador for Relations with Europe, Andorra Imma Tor, Ambassador of the Principality of Andorra to the European Communities, Andorra</p> <p>Chaired by: Lluís Caelles, Anchor, TV3, Spain</p>
<p>13.00-14.30 Terra 2 (Restaurant)</p>	<p><i>Keynote Luncheon</i> Much needed: getting back to core values</p> <p>Ramon Ollé, Executive President, BES La Salle, Spain</p> <p>Chaired by: Lluís Caelles, Anchor, TV3, Spain</p>
<p>14:45 – 16:30 Terra</p>	<p><i>Brainstorming session</i> Opportunities, innovation and brainpower: overcoming the crisis Every crisis also brings with it opportunities. What kind of innovations should companies pursue to come out of the crisis faster and in stronger shape? What are the technological domains which look most promising in strengthening the competitive stance of European corporations? In which sectors do we see the most innovation? Is there a silver lining to the crisis? Where? How can Europe maximize these opportunities?</p> <p>Ian Cloete, President and Professor of Computational Intelligence, International University, Bruchsal, Germany Jordi Pujol, Former President of Catalonia, Spain Gonzalo Suárez, Secretario General, CajaGRANADA, Spain Bruno van Pottelsberghe, Research Fellow, BRUEGEL and Professor, Université Libre de Bruxelles (ULB), Belgium</p> <p>Chaired by: Liz Padmore, Board Member, Facilitator and Mentor , Strategic Advisor, Oxford Business School , United Kingdom</p>



<p>16:45 – 18:00 Terra</p>	<p><i>Panel discussion</i> Europe towards a lower carbon economy: from rhetoric to realities after Copenhagen Is the crisis providing an opportunity to shift to a lower carbon economy? Or will the fear of the loss of manufacturing (and jobs) slow enthusiasm and the ability to live up to commitments? What does the crisis mean for European policies on greening the economy? How to balance the immediate pressures of job creation with the longer term necessity of fighting global warming? What will be the impact of low carbon prices? Will the 2020 objectives and policies relating to climate change limit the EU's ability to stimulate a business come-back? In particular what impact for the construction, cement, chemical and tourism industries?</p> <p>Holger Hartmann, CEO, BadenSolar, Germany Mihela Hladin, Founder, Greenovate, Ltd, China Dennis Pamlin, Senior Associate, CASS (Chinese Academy of Social Science); Global Policy Advisor, WWF Mark Scott, Reporter, BusinessWeek, UK</p> <p>Moderated by: Gert Van Mol, The Wall Street Journal Europe, Belgium</p>
<p>16:45 – 18:00 Aria</p>	<p><i>Panel discussion</i> When the going gets tough, how do entrepreneurs get going? How are European entrepreneurs coping with the financial crisis? What has the crisis meant for the venture capital market in Europe? Will historical tendencies toward risk aversion be reinforced? What steps do entrepreneurs need to take to survive in tough financial times?</p> <p>Albert Colomer, Tesorero-Esban Fundación Privada, Spain Jordi Fabregat, Associate Professor of the Department of Financial Management and Control, Programme Director, Executive Master in Economic-Financial Management, ESADE, Spain Feargal Mac Conuladh, Director of Technology and Business Development, La Salle Innovation and Technology Park, Spain Pedro Nueno, Professor of Entrepreneurship, IESE, Barcelona, Spain</p> <p>Moderated by: Liz Padmore, Board Member, Facilitator and Mentor , Strategic Advisor, Oxford Business School , United Kingdom</p>
<p>18:00 – 18:15</p>	<p>Contact break</p>
<p>18:15 - 19:30 Auditorium</p>	<p><i>Keynote and prize ceremony</i> Business success in difficult times: minimizing risks and maximizing rewards An interactive keynote debate on the risks and rewards of doing business in difficult times, focusing on the right strategies needed to maximize innovation and entrepreneurship to ensure business success in spite of tight credit and a complex economic landscape. The debate will be followed by the prize ceremony for the winners of the "INNOVADORS'09" Prize. The INNOVADORS Prize rewards companies for setting up a firm in Andorra, or expanding an existing one. Initiated by the Andorran Government in 2006 with the aim of diversifying the Andorran economy and improving the business environment.</p> <p>Carlos A. Dumois, President, CEDEM, Specialized Consultant in Dueñez Empresaria, Mexico Claude Jacquemin, President, SUD ANGELS, Montpellier, France</p> <p>Chaired by: Lluís Caelles, Anchor, TV3, Spain</p>
<p>19:30 – 20:00 Congress Center</p>	<p>Cocktail reception <i>Buses start leaving for the Andorra Park Hotel at 20:00</i></p>
<p>20:15 – 22:00 Andorra Park Hotel</p>	<p>Gala dinner - An Evening in Andorra The Gala dinner is an opportunity for participants to share experiences while enjoying tastes of Andorran cuisine as well as glimpses of its rich culture.</p>



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Friday, 20 November	
9:00 – 10:15 Auditorium	<p><i>Plenary debate</i></p> <p>Leveraging tourism: optimizing Europe's competitive advantage</p> <p>According to the UN World Tourism Organization, Europe has 10 of the world's top 20 tourist destinations (calculated by revenue) and accounted for slightly more than 50% of all tourist arrivals in 2008. Tourism is a critical revenue generator for the European economy and has been particularly badly hit by the financial crisis. How will Europe retain a leadership position in the tourism global industry? What kind of partnerships are required to ensure that this sector is ready for the recovery? What innovations are needed in product, price and service? What advantage can be taken of the shift to a Green Economy?</p> <p>Félix Larrosa, Member of Congress and Socialist Group Spokesperson on Tourism and Trade, Spain Geoffrey Lipman, Special Advisor to the Secretary General, World Tourism Organization, UNWTO Raimon Martínez Fraile, Former Secretary General of Tourism and Advisor, AC Hotels Spain</p> <p>Chaired by: Gert Van Mol, The Wall Street Journal Europe, Belgium</p>
10:15 - 10:45	Contact Break
10:45 – 12:15 Terra	<p><i>Plenary Brainstorming</i></p> <p>Warming up for the recovery: getting ready for the big changes</p> <p>How has the crisis changed the game? What major adjustments for business? What major adjustments for the European economies? How can a company emerge stronger and more competitive following the crisis? How can a business best exploit the weaknesses of competitors and/or create new partnerships? What can management do to challenge integral corporate views on key issues such as market assessment, financial strategy and incentive schemes and bonuses? How can managers avoid falling into the trap of relying on past experiences and the belief that things will get back on track without major corporate adjustments?</p> <p>Carlos A. Dumois, President, CEDEM, Specialized Consultant in Dueñez Empresaria, Mexico Claude Smadja, President, Smadja & Associates, Switzerland Ramon Térmens, Chairman of the Board of Directors, Electrodomésticos Taurus SL Andorra Frederic Vallaud, Professor of Family Business, HEC, France</p> <p>Chaired by: Liz Padmore, Board Member, Facilitator and Mentor , Strategic Advisor, Oxford Business School , United Kingdom</p>
12:15-13:30 Auditorium	<p><i>Plenary discussion</i></p> <p>Europe's banking and financial system: putting the house in order</p> <p>What will be impact of a new regulatory framework on financial markets? What decisions have been taken on tax havens, hedge fund regulation, caps for managers and the European call for a "charter of sustainable economic activity" to regulate all financial markets activities including credit rating agencies? What impact will a reinforced IMF have in stabilizing markets?</p> <p>Santiago Carbó, Santiago Carbó, Professor of Economics, University of Granada, Consultant, Federal Reserve Bank of Chicago & Head, Financial Studies, Spanish Savings Banks' Foundation, FUNCAS, Spain Wolfgang Munchau, Associate Editor, Financial Times Armand Pujal, Directeur Général, Direction Générale des Activités Fiduciaires et de Place, Banque de France</p> <p>Chaired by: Claude Smadja, President, Smadja & Associates, Switzerland</p>



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<p>13:30 – 15:00 Terra 2 (Restaurant)</p>	<p><i>Closing keynote and lunch</i> Toward economic recovery: expanding regional clusters of growth in Europe</p> <p>José Montilla, President, Generalitat Catalunya</p> <p>Chaired by: José Antich, Director, La Vanguardia</p>
<p>15:00 – 15:15 Terra 2 (Restaurant)</p>	<p><i>Farewell</i> Closing remarks</p> <p>Pere López, Minister of Economy and Finance, Andorra</p> <p>Chaired by: Claude Smadja, President, Smadja & Associates, Switzerland</p>