



# European Business Summit

*Congress and Networking*

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Third European Business Summit  
“Research and innovation:  
A European strategy for  
more growth and jobs”

**11-12 March 2004, Brussels.**

With the high patronage of H.M. King Albert II



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# Programme Overview

Time		Thursday 11 March 2004	
08.15 – 09.15		<b>Registration</b>	
09.15 – 10.15	Thematic Session	<b>Technologies for better and safer food: Where can Europe take the lead?</b> <ul style="list-style-type: none"><li>- What are society's major "food safety" challenges?</li><li>- How can biotechnology meet these challenges?</li><li>- How to build public trust in biotechnology</li><li>- What policies are required to exploit the research opportunities?</li></ul> <b>Speakers</b> <ul style="list-style-type: none"><li>• David Byrne, European Commissioner for Health and Consumer Affairs</li><li>• Jean Martin, President Confederation of the Food and Drink Industries of the EU and Business Group President Unilever</li><li>• Peter Brabeck-Letmathe, Chief Executive Officer Nestlé</li><li>• Jim Murray, Director The European Consumers' Organisation BEUC</li><li>• <u>Moderator</u>: Jo Bury, General Director Flanders Interuniversity Institute for Biotechnology</li></ul>	
09.15 – 10.15	Thematic Session	<b>Creating, protecting and exploiting intellectual property rights</b> <ul style="list-style-type: none"><li>- How can Intellectual Property Protection encourage R&amp;D in new areas?</li><li>- The IP challenge for SMEs: is small always beautiful?</li><li>- Higher returns from public research through patenting and licensing</li><li>- Community patent: pipedream or achievable goal?</li></ul> <b>Speakers</b> <ul style="list-style-type: none"><li>• Frits Bolkestein, European Commissioner for Single Market &amp; Taxation</li><li>• Ingo Kober, President European Patent Office</li><li>• Paul van Grevenstein, President Association of European Science and Technology Transfer Professionals</li><li>• Thierry Sueur, Vice-President Intellectual Property Air Liquide</li><li>• Ad Huijser, Senior Vice-President &amp; Chief Technology Officer Royal Philips Electronics</li><li>• <u>Moderator</u>: William Stevens, Founder &amp; Executive Director Europe Unlimited</li></ul>	
10.30 – 11.45	Plenary Session	<b>Financial and fiscal incentives: Abrasive or lubricant for innovation?</b> <ul style="list-style-type: none"><li>- Do financial incentives reach the right target?</li><li>- How to improve the venture capital market</li><li>- Tax competition or harmonisation across Europe?</li><li>- Which mix of incentives provides the greatest stimulus?</li></ul> <b>Speakers</b> <ul style="list-style-type: none"><li>• Mario Monti, European Commissioner for Competition</li><li>• Philippe Maystadt, President European Investment Bank</li><li>• Didier Reynders, Federal Minister for Finance of Belgium</li><li>• Jean Stephenne, President GlaxoSmithKline Belgium</li><li>• Philippe Germond, President &amp; Chief Operating Officer Alcatel</li><li>• <u>Moderator</u>: Rudy Aernoudt, Head of Cabinet of the Federal Minister for Economy, Foreign Trade and Science Policy of Belgium</li></ul>	
12.00 – 13.00	Plenary Opening Session	<b>Research and innovation in Europe: A European strategy for more growth and jobs</b> <b>Speakers</b> <ul style="list-style-type: none"><li>• Luc Vansteenkiste, President Federation of Enterprises in Belgium</li><li>• Philippe Busquin, European Commissioner for Research</li><li>• Carlos Ghosn, President and Chief Executive Officer Nissan</li></ul>	
13.00 – 14.00		<b>Networking lunch</b>	

Note: Most speakers have already confirmed their participation. For some, confirmation is still pending.

14.00 – 15.30

Plenary Session

### **Energising economic growth with better energy**

- Rational energy use: real solutions and new horizons
- Hydrogen, fusion and renewables: when will research deliver?
- How to stimulate innovative energy solutions
- Kyoto and nuclear energy: friends or foes?

#### **Speakers**

- Philippe Busquin, European Commissioner for Research
- Loyola de Palacio, European Commissioner for Transport & Energy
- Jean-Pierre Hansen, Chief Executive Officer Tractebel
- Philip Watts, Chairman Royal Dutch/Shell
- Roberto Cordaro, President and Chief Executive Officer Nuvera Fuel Cells
- Michel Huart, Secretary General Association for the Promotion of Renewable Energies
- Moderator: Philippe Bodson, Administrator Prisma Technology

15.45 – 16.45

Thematic Session

### **Nanotechnology: Huge opportunity to revitalise the European economy?**

- Capturing a leadership position for Europe
- From the lab into reality: when and where?
- How to attract public interest and support

#### **Speakers**

- Ezio Andreta, Director European Commission Directorate-General for Research
- Dominique Jozeau, Chief Executive Officer Nanocyl
- Roy Davis, Chief Executive Officer Ntera
- Prof Gilbert Declercq, President and Chief Executive Officer IMEC
- Yves Pietrasanta, Member of European Parliament
- Moderator: Ottilia Saxl, Director UK Institute of Nanotechnology

15.45 – 16.45

Thematic Session

### **Environmental technologies: How to exert leverage on Europe's leadership worldwide**

- Promising European technologies to solve global environmental problems
- Does local environment policy jeopardise Europe's global leadership position?
- How to attract public interest and support

#### **Speakers**

- Margot Wallström, European Commissioner for Environment
- Jacques Pétry, Chief Executive Officer Suez Environment
- Markus Akermann, Chief Executive Officer Holcim Group
- Tony Long, Director WorldWildlifeFund
- Anne Lauvergeon, Executive Chairman Areva
- Moderator: Frédérique Ries, Member of European Parliament

17.00 – 18.30

Plenary Session

### **Boosting innovation through people management**

- How to prevent a brain drain and relocation out of Europe
- Making Europe more attractive for scientists and entrepreneurs
- Changing the culture by adapting regulation
- Making scientists and engineers think innovation

#### **Speakers**

- Anna Diamantopoulou, European Commissioner for Employment & Social Affairs
- Achilleas Mitsos, Director-General European Commission Directorate-General for Research
- Pasquale Pistorio, Chief Executive Officer STMicroelectronics
- Marcel Crochet, Rector Catholic University of Louvain
- Gilles Capart, Chief Executive Officer Sopartec and President European network of technology offices linked to research institutes and universities
- Moderator: Edward de Bono, Founder World Academy of New Thinking

19.30

### **Gala Evening (Egmont Palace)**

hosted by Jacques Simonet, Belgian Federal State Secretary for European Affairs

- Philippe Busquin, European Commissioner for Research
- Edward de Bono, Founder World Academy of New Thinking



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<p>09.00 – 10.15</p> <p>Thematic Session</p>	<p><b>Pharmaceuticals and biotechnology: Can Europe regain its leadership?</b></p> <ul style="list-style-type: none"> <li>- What are society's major "life" challenges?</li> <li>- How can life sciences meet these challenges (stem cells, generic medicines,...)?</li> <li>- How to build public trust in life sciences research</li> <li>- What policies are required to exploit the research opportunities?</li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Erkki Liikanen, European Commissioner for Enterprise and Information Society</li> <li>• Philippe Archinard, Chief Executive Officer Innogenetics</li> <li>• Tom McKillop, Chief Executive Officer AstraZeneca</li> <li>• <u>Moderator</u>: Brian Ager, Director General European Federation of Pharmaceutical Industries and Associations</li> </ul>
<p>09.00 – 10.15</p> <p>Thematic Session</p>	<p><b>European Regions: Key partners in research and innovation</b></p> <ul style="list-style-type: none"> <li>- The regional approach to competitiveness</li> <li>- How to turn European Regions into attractive places to do business</li> <li>- European policies stimulating regional development: Structural policies, enterprise policy, research and innovation</li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Philippe Busquin, European Commissioner for Research</li> <li>• Michel Barnier, European Commissioner for Regional Policy and Institutional Reform</li> <li>• Daniel Ducarme, Minister-President Brussels-Capital Region</li> <li>• Kevin Thompstone, Chief Executive Shannon Development, Shannon Free Airport</li> <li>• Pierre Bourgogne, Director of Technology Transfer, Innovation and Strategic Intelligence for the Regional Council of Lorraine</li> <li>• <u>Moderator</u>: Kevin Morgan, Professor of European Regional Development and member of the Urban and Regional Governance Research Group, Cardiff University, Cardiff School of City and Regional Planning</li> </ul>
<p>10.30 – 11.30</p> <p>Thematic Session</p>	<p><b>Defence and security: How to work better together for a secure Europe</b></p> <ul style="list-style-type: none"> <li>- How to bridge the gap between military and civil research</li> <li>- Enhancing EU's scientific and technological capabilities for ensuring a secure Europe</li> <li>- How to improve the capability and utility of aerospace research</li> <li>- How to tap the expertise of SMEs better</li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Antonio Vitorino, European Commissioner for Justice and Home Affairs</li> <li>• Philippe Kourilsky, President Institut Pasteur</li> <li>• Rainer Hertrich, Chief Executive Officer EADS</li> <li>• Scott Harris, President Continental Europe Lockheed Martin</li> <li>• John Rose, Chief Executive Rolls Royce</li> <li>• <u>Moderator</u>: Giles Merritt, Director of the New Defence Agenda</li> </ul>
<p>10.30 – 11.30</p> <p>Thematic Session</p>	<p><b>The ICT challenge: Getting connected to an e-Europe</b></p> <ul style="list-style-type: none"> <li>- Progress made on e-Europe 2005 (e-government, e-business, digital divide and broadband infrastructures)</li> <li>- Information Society Technology and ICT approach to R&amp;D</li> <li>- Partnerships as driving force in ICT innovation</li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Erkki Liikanen, European Commissioner for Enterprise and Information Society</li> <li>• Miguel Borrás, Chief Executive Officer Antara Information Technology</li> <li>• Paul Mehring, Chairman of the Board Information Technology for European Advancement and Head of Telematics and Strategic IT Research Daimler Chrysler</li> <li>• Patrick De Smedt, Chairman Microsoft EMEA</li> <li>• Didier Bellens, Chief Executive Officer Belgacom</li> <li>• <u>Moderator</u>: Etienne Montero, Professor Centre for research on information sciences and law (CRID)</li> </ul>

Note: Most speakers have already confirmed their participation. For some, confirmation is still pending.

11.45 – 13.00

Plenary Session

**Message to the EU Spring Summit:  
Re-appraising Europe's approach to innovation and research**

**Speakers**

- Mary Harney, Vice Prime Minister and Minister for Enterprise, Trade and Employment of Ireland and President of the EU Competitiveness Council in the first half of 2004
- Fientje Moerman, Federal Minister for Economy, Foreign Trade and Science Policy of Belgium
- Pierre Jean Everaert, Chairman Interbrew
- Philippe de Buck van Overstraeten, Secretary General UNICE

**With a special business appeal to the EU Spring Summit by:**

- **Daniel Janssen, Chairman of the Board Solvay and Chairman of the ERT Working Group on Competitiveness**

13.00 – 14.00

**Networking lunch**



14.00 – 15.45

Thematic Session

**How can SMEs benefit from the 6th Framework Programme?  
A hands-on guide:**

Most important opportunities for SMEs to participate in:

- Thematic priorities
- Collective research
- Cooperative research

**Speakers**

- Achilleas Mitsos, Director-General European Commission Directorate-General for Research
- Coordinators of Economic and Technological Intelligence measures (ETI)
- Coordinators of Integrated projects
- Coordinators of Specific Support Actions
- Coordinators of Networks of Excellence

15.45

**End**



**Networking**

As well as the congress, the European Business Summit is also widely appreciated for its many networking opportunities.

Our networking lunches, the gala dinner and the coffee breaks are the ideal occasion to build new contacts or renew old ones. A special area will be set aside for networking: private lounges that can be booked on the spot, comfortable meeting corners for private talks and a meeting area where the main actors of European research and innovation will be present.

On top of this, a list of all European policy makers and business leaders present at the EBS will be sent to all registered participants a couple of days before the event. The list will include names, company profile and e-mail addresses and will allow you to contact directly the people you want to meet at the EBS. A professional networking team will be at your service during the event to help you with all your networking needs.

Our luxury Summit Guide, which will be handed to you upon arrival at the Summit, will also be a useful tool for networking. Gathering all details of registered participants, our guide will help you track down the people you want to meet. Even after the Summit, you can use our Guide to maintain contact with EBS participants.





Please copy and fax to **+ 32 2 515 09 15** if you want to receive a regular update on the European Business Summit programme

Title (Please tick) :  Mr  Ms

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We use your information strictly for the organisation of EBS events and to keep you informed of upcoming EBS events. Under the law of 8 December 1992 on the protection of privacy, this information will be sent to you upon simple request and corrected where appropriate.

# Welcome Address



Philippe BUSQUIN  
European Commissioner  
for Research

Europe has set itself an ambitious goal: to become the most competitive knowledge-based economy in the world. Research and innovation are determining factors in meeting that goal.

EU Heads of State and Government agree that investments in research and development should reach 3% of GDP by 2010. Two-thirds of the effort will have to be delivered by the business world. The European Commission and national governments have to create the right framework conditions, but **it is industry that drives research and innovation.**

**It is therefore of the utmost importance that policy makers and business leaders meet and discuss** how more growth and jobs can be created through increased investment in research and innovation.

The **European Business Summit** of 11-12 March is an **ideal platform** to bring all "research & innovation stakeholders" together. If we want to boost research efforts in Europe, we need to have an **open debate** with all parties involved. **Policy makers should listen to the needs of the business world**, business leaders should explore ways to intensify the co-operation between industry and public research and scientists should feel better rewarded in Europe.

I was impressed by the **dynamics and the dialogue of the two previous European Business Summits**. I decided to support the third edition because I am convinced that it will contribute to helping Europe to achieve its goal of becoming the strongest knowledge-driven economy in the world.

I look forward to meeting you on 11-12 March 2004.



Dr Jürgen STRUBBE  
President of UNICE

Europe does not spend enough on research and innovation. A knowledge-based society needs a constant input of new ideas and inventions in order to reach competitive edges. But inventiveness on its own is not sufficient. **Greater cooperation between business and academic research** would help to ensure that research results are translated into marketable products. We also need a **more favourable legislative framework** for innovation. If only the costs for protecting intellectual property were brought more closely into line with what Europe's most important competitors have to pay, the European research situation would already look a bit rosier.



Luc VANSTEENKISTE  
President of FEB-VBO

Research and innovation are vital for the development of new products and services, which in their turn are crucial for **successful entrepreneurship**. A true European research area with improved interaction between industry, government research and universities together with a **simplification of the rules for participation in Community programmes** would already ensure an increased **participation of entrepreneurs**.

Business leaders should speak out about the urgent need to develop a European research and innovation strategy if we want to create more growth and jobs. **The European Business Summit is the right place** to do so as it will bring together policy makers, business leaders, researchers and all other stakeholders involved in research and innovation.

**Join us at the European Business Summit** and take advantage of this unique opportunity to **boost your business** success through **direct contacts** with those who are shaping your economic future.



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If you don't want to miss this unique opportunity to be part of the most important dialogue between leading European Business people and policy makers, register **ON-LINE NOW**

Follow these **three easy steps** :

1. Visit our website [www.ebsummit.org](http://www.ebsummit.org)
2. Click on **"Registration"**

You will find an e-registration form to fill in - be sure to complete all fields marked with an asterisk (\*).

The registration form includes all necessary information on registration fees, methods of payment and cancellation policy.

In addition, it allows you to make a hotel reservation.

3. Click on **"Submit"**

You will first receive an email to tell you that your registration has been processed. A confirmation of your registration will be sent to you by e-mail once payment has been received.

Should you prefer to receive a printed registration form, please send an e-mail to [ebbs@vbo-feb.be](mailto:ebbs@vbo-feb.be)

# Sponsors, Partners and Supporters

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Within the framework of the Irish Presidency of the EU in the first half of 2004, the European Business Summit is kindly supported by:

 <p><b>Enterprise Ireland</b> <a href="http://www.enterprise-ireland.com">www.enterprise-ireland.com</a></p>	 <p><b>IDA Investment and Development Agency Ireland</b> <a href="http://www.idaireland.com">www.idaireland.com</a></p>	 <p><b>Science Foundation Ireland</b> <a href="http://www.sfi.ie">www.sfi.ie</a></p>
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## Supporters

### Belgian National Contact Points

The network of National Contact Points is the main structure providing guidance, practical information and assistance on all aspects of participation in FP6.

**BEA**, The Brussels Enterprise Agency is the reference public sector contact point for Brussels entrepreneurs, [www.bea.irisnet.be](http://www.bea.irisnet.be)

**IWT-Flanders**, Institute for the promotion of innovation through science and technology in Flanders, [www.iwt.be](http://www.iwt.be)

**UWE**, Walloon Union of Enterprises, [www.uwe.be](http://www.uwe.be)

**Amcham EU**, The voice of American business in Europe, [www.amchameu.be](http://www.amchameu.be)

**BBA**, The Belgian BioIndustries Association, a non-profit organisation bringing together biotechnological forces and expertise in Belgium to promote biotechnology development, [www.bba-bio.be](http://www.bba-bio.be)

**Cordis**, Community research and Development (GATS) Information Service, [www.cordis.lu](http://www.cordis.lu)

**ERT**, European Round Table of Industrialists, a forum of around 45 European Industrial leaders aiming at to promote the competitiveness and growth of Europe's economy, [www.ert.be](http://www.ert.be)

**ESF**, European Service Forum, the organisation representing the interests of the European Service industries in the context of WTO Services negotiations, [www.esf.be](http://www.esf.be)

**Europe-Unlimited**, We profile Europe's best technology companies through research, events and consulting ... You make the connection, [www.e-unlimited.com](http://www.e-unlimited.com)

**European Movement**: Europe with us, [www.mouvement-europeen.be](http://www.mouvement-europeen.be)  
[www.europeese-beweging.be](http://www.europeese-beweging.be)

**Eurowards**, [www.eurowards.com](http://www.eurowards.com)

**Greenfacts**, Facts on health and the environment, [www.greenfacts.org](http://www.greenfacts.org)

**Growth Plus**, Europe's Top 500 Job Creating Entrepreneurs, [www.growthplus.org](http://www.growthplus.org)

**JEF**, The Young European Federalists: Simply a Generation Ahead!, [www.jef-europe.net](http://www.jef-europe.net)

**Medeatrade**, is an online business platform where companies can meet to develop relations and strengthen economic ties in the Mediterranean and Euro-Arab markets, [www.medeatrade.com](http://www.medeatrade.com)

**Yes For Europe**, Young Entrepreneurs for Europe, [www.yes.be](http://www.yes.be)

**YPO**, Young President Organisation, International organisation promoting better leaders through education and idea exchange, [www.ypo.org](http://www.ypo.org)

# Practical Information

## Date and Venue

The European Business Summit will take place in Brussels from 11 to 12 March 2004.  
Venue: Sheraton Brussels Hotel & Towers, Place Rogier 3, B-1210 Brussels.

## Conference Fee

The conference fee covers entrance to all summit sessions, coffee breaks and lunch, Gala evening on Thursday, full summit documentation.

**Conference fee: €980**

**Special price for partners and supporters: €490 (more details on [www.ebsummit.org](http://www.ebsummit.org))**

(21% VAT excluded. 21% recoverable for taxable companies)

## Contact us for more information

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