

# The role of policy in difficult times



*Draft programme*

## **2<sup>nd</sup> High-level Conference on Industrial Competitiveness<sup>1</sup>** **Brussels, Monday, 26 April 2010**

Moderation: **Michael BUERK** (BBC)

### ***Morning session***

8:45 to 9:45 Registration and welcome coffee

9:45 to 10:00 **Opening keynote address:** *President **José M. BARROSO** (EC)*

The opening remarks set the scene, recall the genesis and characteristics of the crisis, sketch policy responses, link the lessons learnt from crisis management with the EU 2020 strategy, and highlight three or four key questions on which this conference should give tentative answers, also in light of the Europe 2020 agenda.

10:00 to 11:30 **1<sup>st</sup> session:**

#### ***What have we learnt from the crisis and the policy response?***

The discussion will focus on the crisis management so far and the lessons one should have learnt from failures and successes.

Keynote speech: **Joaquin ALMUNIA** (Competition Commissioner)

Impulse Statements: Herbert REUL (MEP, Chairman ITRE), Paul N. RASMUSSEN (President Party of European Socialists), Jørgen ELMESKOV (OECD, Deputy Chief Economist), Philippe DE BUCK (BusinessEurope, Director General)

11:30 to 11:50: Coffee break

11:50 to 13:15 **2<sup>nd</sup> session:**

#### ***What structural adjustment is needed in industry to master the challenges of the next decade? What role for policy? What role for market participants?***

The discussion will focus on ways out of the crisis, how to make European industries fit for the challenges ahead and attractive for strategic long-term investors, and what role policy could play in this structural adjustment process.

Impulse Statements: Nick REILLY (GM Europe, President), Peter BRABECK-LETMATHE (Nestle, Chairman), Peter SCHERRER (European Metal-Workers Federation, Secretary-General), Bernard BISMUTH (CCI Eurolam, General Manager), Gina DOMANIG (Emerald Technology Ventures, Managing Partner), Aldo FUMAGALLI ROMARIO (Confindustria, CEO Sol Group)

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<sup>1</sup> This is a follow-up event to a conference held on 17 March 2009 in Brussels that aimed at the identification of potential policy responses to the crisis. Keynote speaker at that event had been Paul Krugman of Princeton University.  
[http://ec.europa.eu/enterprise/policies/industrial-competitiveness/economic-crisis/conference\\_en.htm](http://ec.europa.eu/enterprise/policies/industrial-competitiveness/economic-crisis/conference_en.htm)

\* Names to be confirmed – holding reply received

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13:15 to 14:45 Buffet lunch

## **Afternoon session**

14:45 to 16:45 **3<sup>d</sup> session:**

### ***Where do we go from here? In search of an exit and entry strategy!***

The panel will discuss and present first outlines of options for policy strategies that could help industry and the European economy to become fit for flourishing in the post-crisis world.

Keynote speeches: **Xavier SALA-I-MARTIN** (Columbia University)  
**Mario MONTI** (President Bocconi University)

Impulse Statements: Jean PISANI-FERY (BRUEGEL), Jacques PELKMANS (College of Europe and CEPS), Kevin O'ROURKE\* (Trinity College), Wolfgang MÜNCHAU (Financial Times)

16:45 to 17:15 **Closing keynote addresses:**

Industry Minister **Miguel SEBASTIAN** (Spanish Presidency)

Vice President **Antonio TAJANI** (Industry Commissioner)

### ***Lessons for a renewed European industrial competitiveness strategy***

The closing remarks will summarise the highlights of the discussions and how the Commission intends to use the findings of the conference for its policy design, namely with respect to the development of a recalibrated European Industrial Competitiveness Policy.