



European Week of Regions and Cities

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How Cohesion Policy will contribute to growth and jobs in Europe

Opening Session

European Commission President José Manuel Barroso is invited to be the main speaker at the opening session on Monday 8 October (Charlemagne Building, 16:00-18:00). He will address an audience of 600 high-level participants, including national and regional government politicians, OPEN DAYS partners, regional policy experts and representatives of the EU institutions, permanent representations, European associations, other international organisations and third countries.

The audience will be welcomed to the ceremony by Dirk Ahner, Director-General of the Commission's Regional Policy DG. The other main speakers at the opening session are:

- Danuta Hübner, Commissioner for Regional Policy
- Michel Delebarre, President of the Committee of the Regions
- Francisco Nunes Correia, Portuguese Minister for Environment and Regional Development, representing the EU Presidency

The keynote speeches will be followed by a panel debate (17:00-18:00) focusing on the delivery of the new EU regional policy and future challenges identified in the Commission's fourth report on economic and social cohesion published in May.

The report contains a list of questions on the future challenges for Europe's regions on which a public consultation is open between the end of September and January 2008.

The panel discussion, moderated by Jacki Davis, communications director at the European Policy Centre think-tank, will include contributions from:

- Philippe Maystadt, President of the European Investment Bank
- Ernest-Antoine Seillière, President of BUSINESSEUROPE
- Åslaug Haga, leader of Norway's Centre Party and Minister for Local Municipalities and Regional Development

Commissioner Hübner, President Delebarre and Francisco Nunes Correia are also expected to take part in the discussion, in which each participant is invited to develop their ideas for a modern regional policy.

Newsletter



Danuta Hübner,
Member of the European
Commission, responsible for
Regional Policy



Michel Delebarre,
President of the
Committee of the Regions



Francisco Nunes Correia,
Portuguese Minister for
Environment and Regional
Development, representing
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Changing EU healthcare landscape in urgent need of progress in eHealth



Gottfried Dutiné,

Member of the Board of Management and Executive Vice-President Royal Philips Electronics

Electronics giant Philips is one of the major companies involved in this year's OPEN DAYS and a partner in the Investors' Café health 'village'. Executive Vice-President Gottfried H. Dutiné explains why inter-operability between regions and countries is key to improving patient care.

With changes in the locations in which healthcare is provided, developments in medical, communication and information technologies allow medical services, previously restricted to hospitals in urban areas, to be offered in community clinics in remote or rural areas, in mobile health units and in patients' own homes.

The 'Integrating the Healthcare Enterprise' (IHE) initiative is developing integration profiles that address eHealth inter-operability problems across different standards, technologies and manufacturers. IHE describes and tests solutions for specific clinical situations in clinical laboratories and

To achieve this vision, health, social care and other providers must work as a team to deliver a coherent continuum of care. Where necessary, this care must extend beyond regional, national and linguistic borders and medical, information and communication technologies again can facilitate this co-operation. It is vital that all parties have access to, and the ability to share securely, up-to-date information on a citizen's health status.

Industry and medical professionals have already begun optimizing the processes and using technology in designated areas.

European regional policy going global

For the first time, this year's OPEN DAYS will offer an international platform for exchange and debate on regional policy. In a special section, experts from third countries and international organisations will discuss the approaches of the EU and other world regions to enhanced regional convergence and competitiveness.

Since May 2006, the European Commission's Regional Policy DG has had a "structured dialogue" on regional policy in place with China, and since May 2007, a similar dialogue has been

established with the Russian Federation. Both aim at promoting mutual understanding and information on issues such as policy development, implementation and governance.

In this context, two seminars at the level of ministers and experts will be held with China on 8 October, and with Russia, China, Brazil and other interested countries and international organisations on 9 October. Commissioner Danuta Hübner will attend both seminars at which Dr. Du Ying, Minister for National Development and Reform Commission of the People's Republic of China, Dr. Vladimir Yakovlev, Minister of Regional Development of the Russian

cardiology or radiology departments. These clinical processes are being defined by medical professionals and implemented by industry and, as more and more are addressed successfully, so the short term gains seen by medical professionals increase. However, without a system of inter-operability between regions and countries, these clinical processes will be more costly to deploy and maintain and will create additional healthcare burden in an environment already stretched to its limits.

Philips is organising a seminar at the Investors' Café on effective integration of remote patient management in regional healthcare systems on 9 October, 17:00-19:00, in room JDE 63 at the Committee of the Regions (Code: 09B13).

For all the latest information on Investors' Café workshops and exhibition, click on www.opendays.europa.eu. If you decide to visit the Investors' Café exhibition without attending a workshop or a seminar (at the Committee of the Regions, Rue Belliard 101, 5th and 6th floor), please register beforehand at opendays@cor.europa.eu.



Committee of the Regions - venue for the Investors' Café

Federation and Geddel Vieira Lima, Minister of National Integration of Brazil, are expected.



Sharing ideas: OPEN DAYS will have international dimension for the first time

Who is coming to the OPEN DAYS?

OPEN DAYS 2007 organisers and partners have set a target of 5,000 participants – compared to 4,000 in 2006 and 2,500 in 2005.

Registration statistics for the first six weeks show that the OPEN DAYS are set to be success again. 3,000 participants had successfully registered by the end of August which meant that 60% of the available seats were taken, with 34 seminars already "sold out".

Statistics suggest, that the typical OPEN DAYS participant takes part in 4 or 5 seminars in total, that s/he works for a regional or national administration (50%) and that s/he has to travel to Brussels from a foreign country (75%). Most come from five countries: Finland, Italy, the Netherlands, Poland and the United Kingdom.



External growth – a key driver for economy of regions

Today no one can ignore the role of exogenous growth for national economies and its impact on domestic growth.

Impact on employment

In France, 1 new job in 4 is created by international investment while 1 job in 7 is linked to the existing stock of foreign direct investment (FDI). This is in a context where foreign investors represent 42% of market capitalization in Paris. Based on a study published by Ernst & Young in 2005, international direct investment generated 200,000 jobs in Europe that year. 37,000 of these were in Poland, 27,000 in Britain, 21,000 in France, 16,000 in the Czech Republic, 9,000 in Germany.

Impact on R&D

In Europe, official sources estimate that foreign direct investment accounts for an

EuroNews – OPEN DAYS media partner



Interview with Philippe Cayla, Chairman and CEO of EuroNews

How is EuroNews seen in Europe and in the world?

In January 2008, it will be fifteen years since the first European channel started providing TV viewers with information on a continental scale, approaching international events from a European angle, with reports from a really international team of journalists. When people come to see us in Lyon, they clearly feel they are seeing a piece of Europe in the heart of France. When people look at us from America, Africa, Asia or the Middle East, we are seen as a channel with its finger on the pulse of European opinion.

What place does EuroNews fill?

In 2007, it is seen by 7 million Europeans each day. We are proud of how far we have travelled in a competitive market which sees several news channels set up each year. This year, for the first time, the latest findings of the European benchmark study of the international media, EMS (European Media & Marketing Survey) show that EuroNews, after constantly increasing its audience, leads all the other international news channels (CNN International, Sky News, BBC World, CNBC and Bloomberg) with 18% of the weekly audience among European decision-makers, businessmen and opinion leaders.

What are your objectives?

After consolidating our own territory, the objective is to establish ourselves worldwide as the European benchmark news channel. Today, 200 million households in 121 countries throughout the world tune in to us. EuroNews is the only channel where the editorial content of each subject is determined by an international team of journalists, seven on each subject, or 170 journalists in all. EuroNews is the only news channel broadcasting simultaneously in seven languages: English, German, Spanish, French, Italian, Portuguese and Russian. We are continuing our development on new methods of broadcasting where EuroNews is one of the most active channels (ADSL cable, digital terrestrial TV, the Internet, telephone and mobile phone...). Finally, of course, we are looking at launching new language versions to satisfy the greatest number of TV viewers.

average 10% of total spending on R&D (public and private), over 20% in some member states. As Slovenia's Janez Potocnik has said, this is "a shield against the brain drain". This is a particular concern as qualified labour becomes more scarce, with the threat of a shortfall by 2025.

Impact on specific business sectors

Based on the number of investment projects, the Ernst & Young study identifies software as the leading sector with 11% of the total, ahead of business services (10.4%), the automobile industry (9%), electronics (7.4%) and logistics (5.5%). Not all investments have such strategic importance for countries and regions; this is a factor that must be integrated into your economic development plans.

Impact on trade

Host countries are also source countries. In 2005 the US was the largest single source of FDI in Europe, with over 800 projects, ahead of Germany (13%) and the UK (6%). Takeovers, interest-taking, joint ventures – in each case, foreign direct investment

offers businesses access to markets, technologies, know-how, knowledge and success. As markets go global, it is a powerful driver of trade.

Europe+ Foundation, as partner of the Investors Café at the OPEN DAYS, is proud to bring its experience and know how in FDI to European regions and local authorities.

• Patrick Gounelle,
• Vice-President of Europe+
• President of Ernst & Young
• France and South Europe



• Pierre Guénant,
• President of LA BAULEWIC
• Vice-President of Europe+
• President of the PGA Group



The PEACE programme in Northern Ireland and Ireland: Lessons learnt and shared



At the initiative of the Special EU Programmes Body for the PEACE programme and the European Commission's Regional Policy DG, one OPEN DAYS seminar will address issues that have emerged from the conflict in Northern Ireland and the border counties of Ireland. Whilst many of the skills have been developed within the PEACE programme, some have benefited from contact with projects in other countries. The seminar will present the impact of the programme, demonstrate examples of good practice, and involve partner organisations from countries outside Northern Ireland and Ireland to stimulate discussion of common issues and concerns. The seminar will be held on 10 October 2007, 9:00-11:00, in the Charlemagne building, Rue de la Loi 170 (Code: 10F03).

Update on local events

The month of October will also see around 90 local OPEN DAYS events organised in Member States in co-operation with the participating regions, cities and the European Commission's representations and networks. The local events present a variety of approaches and issues such as expert seminars, public debate about regional policy, press conferences, special local TV and radio broadcast, school and university contests as well as marathons and a creative festival. The participants will be brought together around subjects that are at the core of this year's OPEN DAYS theme: growth and jobs, by for example, the promotion of trade and industry, regional development and cultural tourism, innovation in all its aspects, cooperation in the field of human resources development, or a guide for young Europeans to become more aware of the EU. For more details on the local events, please visit the OPEN DAYS website.

700 speakers expected at OPEN DAYS

The OPEN DAYS programme in Brussels will involve about 700 speakers from 34 different countries, including 27 EU Member States, Croatia, Iceland, Norway, Switzerland, Turkey, US and Russia. They represent a large variety of regional, national and European institutions involved in regional policy and urban development: 38% represent national or

regional administrations, another 11% regional and local development agencies and similar bodies and 13% come from European Commission services and other EU institutions. The remainder represent private enterprises, banks, universities and non-governmental organisations.

The countries with most speakers represented are the UK (77), Germany (61), Poland (55), France (52) and Italy (41). 63 speakers are either Members of the European Parliament or national/regional ministers or mayors. More than 91 speakers come from European institutions, most of them representing European Commission services.

Official Reception: Euro-Toques International chefs set for gastronomic tour de force

The Official OPEN DAYS Reception will be held at the Jacques Delors building, headquarters of the Committee of the Regions, on the evening of Wednesday, 10 October.

Some 1,500 people are expected to attend this event to "Discover the flavours of the regions" - the brainchild of the chefs who belong to the "Euro-Toques International" association, which has worked together this year with the Committee of the Regions and DG Regio, the co-organisers of the event.

Around twenty European chefs will prepare no fewer than seven theme-based buffets, offering, in the words

of Bernard Fournier, the Secretary-General of Euro-Toques International, "a gastronomic tour of the typical regional characteristics and specialities of Europe's culinary heritage".

OPEN DAYS - How to register?

The complete OPEN DAYS 2007 programme, including descriptions of the seminars and workshops, plus details of speakers, dates and venues, can be found at the official website www.opendays.europa.eu.

Selecting workshops and seminars

The website provides an online search tool in order to find a seminar or workshop in a specific topic. The search can be done by keywords and themes, speakers' names, programme codes or dates. Attendance at the workshop/seminar is confirmed by email once the request for attendance has been accepted.

Participation in each of the 150 seminars and workshops of OPEN DAYS is free of charge. Registration is only possible online through the website.

The OPEN DAYS workshops and seminars will be held in different venues within the Brussels European quarter. A map of all venues is available on the OPEN DAYS website.

More information

For more information, please contact the OPEN DAYS 2007 Conference Secretariat:

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