



**“COMMUNICATING EUROPE
Sharing the vision
Delivering the results”**

Update 29.09.2006

VENUE: “Ioannis Vellidis” Congress Centre
154 Egnatia Street, 54636 Thessaloniki

Thursday 5 October 2006

<p>9.15-10.15 Opening session</p> <p>Communicating Connecting Inspiring</p>	<p>COMMUNICATING EUROPE / RECONNECTING EUROPE WITH PEOPLE / ENGAGING BUSINESS! Crisis times tend to generate many communication plans in Europe. But crises also mean opportunities and there was never a better time to address the European communication deficit. Can Europe build further and effectively? Can Europe deliver on jobs and growth? Looking at the European project, potential and realisations...</p> <p><u>Chairman:</u> Pierre Simon, President, EUROCHAMBRES & Chairman, Paris Chamber of Commerce and Industry</p> <p><u>Welcome Addresses:</u> Vassilios Papageorgopoulos, Mayor of Thessaloniki Georgios Kassimatis, President, UHCCI & Deputy President, EUROCHAMBRES Dimitrios Bakatselos, President, TCCI</p> <p><u>Guest Speakers:</u> Kostas Karamanlis, Prime Minister, Greece Pervenche Berès, Chairwoman of the Committee on economic and monetary affairs of European Parliament</p>	<p><i>Plenary session</i></p>
<p>10.15-11.15 Europe & Entrepreneurs Facts, gaps, delays and prospects</p>	<p>LOOKING INTO THE GAP... a compact and thought-provoking analysis of recent polls and surveys of European mood(s) and hopes, with focus on business issues and the requirements of a competitive economy including recommendations how to re-brand the Lisbon agenda and relaunch the process. What can be done?</p> <p><u>Chairman:</u> Pierre Simon, President, EUROCHAMBRES & Chairman, Paris Chamber of Commerce and Industry</p> <p><u>Guest Speaker:</u> Dimitris Sioufas, Minister of Development, Greece</p> <p><u>Panel Speakers:</u> Piero Bassetti, President, Globus & Locus Antonis Papacostas, Head of Unit “Public Opinion and Media Monitoring”, DG Communication, European Commission Petra Mašínová, Director of the Department of Information on European Affairs, Czech Republic Nikiforos Diamandouros, European Ombudsman Panos Cavoulacos, Member of the Board, Federation of Greek Industries</p>	<p><i>Plenary session</i></p>
<p><i>Coffee break</i></p>		
<p>11.45-13.15 Europe & globalisation</p>	<p>BRANDING EUROPE IN A GLOBAL MARKET PLACE Despite doom and gloom in Europe, European business can thrive abroad. But is everything on our side? What is Europe’s trademark? Can Europeans address globalisation effectively? This session will review Europe’s competitiveness beyond European borders, both from an insider and external perspective.</p> <p><u>Keynote speaker:</u> Christoph Leitl, Chairman, Global Chamber Platform</p> <p><u>Panel Speakers:</u> Georgy Petrov, Vice President, Chamber of Commerce and Industry</p>	<p><i>Plenary session</i></p>



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	<p>of the Russian Federation Juan Calvo, President, Association of Industrial Federations of Latin America (AILA) Kristal Alley, Director for Europe and Eurasia, The United States Chamber of Commerce Mahesh Saharia, Chairman Finance Committee, South Asian Association for Regional Co-operation Chamber (SAARC CCI)</p> <p>Guest speaker on globalization & international imbalances: Panayotis Thomopoulos, Deputy Governor of the Bank of Greece</p>	
<i>Networking lunch</i>		
<p>14.45-16.15 Idea Factories</p>	<p>WHERE EUROPE COULD MAKE A DIFFERENCE... Chambers take up the European challenge of competitiveness and invite EU representatives to debate, inspire and support! <i>4 debating workshops building on core Chamber business & workings to communicate the real needs of business including presentations of:</i></p> <ul style="list-style-type: none"> - Key facts & best practices from the network - Cross border projects and links to EU actions & programmes - Recommendations for the future 	<p><i>Participants select their workshops.</i></p>
<p>Select Session 1 or 2</p>	<p>(1) BUSINESS CREATION, DEVELOPMENT & TRANSFER - BIRTH & REBIRTH OF THE ENTERPRISE From seed finance to succession planning – accompanying business effectively is at the core of Chambers’ missions. This workshop will debate CCI good practices at crucial times in SMEs’ life cycles, notably in the anticipation of business transfer.</p> <p><u>Speakers:</u> Luca Mantellassi, Vice President, EUROCHAMBRES, President, Chamber of Commerce of Florence David Frost, Director General, British Chamber of Commerce George Milonas, President, Federation of Industries of Northern Greece Michel Beyet, Director in charge of European Affairs, Rhône Alpes Regional Chamber of Commerce and Industry Maive Rute, Director, Directorate E, Promotion of SMEs’ competitiveness, DG for Enterprise and Industry, European Commission</p> <p><u>Moderator:</u> Paul Skehan, Deputy Secretary General, EUROCHAMBRES</p>	<p>(2) TRAINING & APPRENTICESHIP - MATCHING BUSINESS AND POLICY NEEDS A core mission for Chambers and a crucial challenge for policy makers to anticipate future trends and business needs. <i>Including a special debate on</i> EU & the young - how to (re-) connect? <i>And a roundtable on CCI achievements in training for / instilling entrepreneurial spirit.</i></p> <p><u>Speakers:</u> Jean-Paul Vermès, Vice Chairman in charge of Education and Training, Paris Chamber of Commerce and Industry Yiannis Lagos, Executive Vice President, JCI (Junior Chamber International) Aviana Bulgareli, Director, CEDEFOP (Centre Européen pour le Développement de la Formation Professionnelle) George Tsiotras, Professor & Secretary General, Region of Central Macedonia</p> <p><u>Moderator:</u> Arnaldo Abruzzini, Secretary General, EUROCHAMBRES</p>
<i>Coffee break</i>		



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16.45-17.45 Networking sessions	<p>MAKE THE MOST OF THE EVENT! Congress participants present projects and debate Chamber issues in one-to-one meetings or in small groups limited to 8. Themes selected include:</p> <ul style="list-style-type: none"> § Project partner search <i>(present your project for EU, Balkan regions)</i> § Regional Development § Public – private partnerships § Recognition for Chambers <p>No interpreters are foreseen to limit mediation and encourage networking. Group discussions will be in English.</p>	<i>Individual / small groups meetings (By appointment only – participants can apply at the event)</i>	
<p><i>Gala dinner</i> <u>Guest Speaker:</u> Ms Dora Bakoyannis, Minister of Foreign Affairs, Greece</p>			
Friday 6 October 2006			
9.30-11.00	IDEA FACTORIES CONTINUE...		
	<p>(3) INTERNATIONALISATION OF BUSINESS Facilitating market access, coaching companies to go international, supporting the internationalisation of SMEs is among the core tasks for most European Chambers. This workshop will debate good practices, look at the most relevant tools in today's global world and identify synergies with institutional partners. Join this open debate on core business and strategic portfolios!</p> <p><u>Speakers:</u> Fernando Gómez Avilés-Casco, Director General, Council of Chambers of Commerce, Industry and Navigation of Spain Walter Koren, Head of Austrian Trade, Austrian Federal Economic Chamber Pierre Amilhat, Director, Directorate E, DG Trade, European Commission George Noulikas, Marketing co-ordinator, Niphel Services Christos Folias, Deputy Minister of Economy and Finance, Greece</p> <p><u>Moderator:</u> Dirk Vantghem, Director International Affairs, EUROCHAMBRES</p>	<p>(4) INNOVATION FOR BUSINESS - INNOVATE OR STAGNATE! CHAMBERS SUPPORTING INTELLIGENT USE OF RESOURCES From energy saving to encouraging innovation, from enterprise clusters to innovation relays, Chambers support and improve SMEs' business environments. This workshop will also discuss the trans-regional & European dimension of their projects.</p> <p><u>Speakers:</u> Günter Baumann, Vice President, EUROCHAMBRES & President, IHK Region Stuttgart Catherine Mercier, Director for Regional Development, Association of French Chambers of Commerce and Industry Victor Babiuc, President, Chamber of Commerce of Romania Spyros Makridakis, Professor, INSEAD (France)</p> <p><u>Moderator:</u> Paul Skehan, Deputy Secretary General, EUROCHAMBRES</p>	<i>Parallel Workshops</i>
<i>Coffee break</i>			



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<p>11.30-13.00 Chamber Manifesto for Europe</p>	<p>LOOKING FORWARD... A review of workshops conclusions Presentation of Chamber recommendations to the European decision makers and legislators - how we can and will work together.</p> <p><u>Speakers:</u> Pierre Simon, President, EUROCHAMBRES & Chairman, Paris Chamber of Commerce and Industry George Alogoskoufis, Minister of Economy and Finance, Greece George Kasimatis, Director of the European Parliament Office in Greece Elena Tuuri, State Under Secretary, EU Affairs, Finland</p> <p><u>Moderator:</u> Arnaldo Abruzzini, Secretary General, EUROCHAMBRES</p>	<p><i>Plenary Session</i></p>
<p>13.00</p>	<p><u>Farewell Addresses:</u> Panagiotis Psomiadis, Prefect of Thessaloniki Pierre Simon, President, EUROCHAMBRES</p>	
<i>Closing lunch</i>		
<p>20.00</p>	<p><i>Cultural event & dinner offered by the Mayor of Thessaloniki,</i> Mr. Vassilios Papageorgopoulos</p>	