



Making EUROPE More ATTRACTIVE and COMPETITIVE

June 6, 7 & 8, 2006

“EUROPE, BUILDING A HUB FOR THE WORLD” PROGRAMME

MONITORING
FDI FLOWS

UNDERSTANDING
INTERNATIONAL INVESTORS' NEEDS

BENCHMARKING
ECONOMIC AND SOCIAL POLICIES

LATVIA DENMARK GERMANY ITALY
POLAND BELGIUM SPAIN CZECH REPUBLIC
FRANCE LITHUANIA AUSTRIA
PORTUGAL GREECE LUXEMBOURG MALTA
UNITED KINGDOM CYPRUS SLOVAKIA
IRELAND ESTONIA HUNGARY
FINLAND SWEDEN SLOVENIA
THE NETHERLANDS



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LA BAULE-WIC is backed by the Europe+ Foundation

TUESDAY 6 JUNE
SEMINAR “INVEST IN MEDITERRANEAN”

3:00 - 4:30 p.m.



Official meeting (*invitees only*)

“The Euro-Mediterranean Process: after ten years, what lies ahead?”

Opening address by Dr. Mahmoud Mohieldin, Minister of Investment, Egypt

- **Khélil Lajimi**, Secretary of State for Cooperation and Foreign Investment, Tunisia

Moderated by:

- Serge Degallaix, French Ambassador in Tunisia
- Philippe Chalmin, Professor, Paris Dauphine University

4:30 - 5:00 p.m.



Coffee Break

5:00 - 6:30 p.m.



Roundtable discussion (*open to all LA BAULE WIC attendees*)

“Investment opportunities and sectors of growth in the Mediterranean region”

- **Dr. Mahmoud Mohieldin**, Minister of Investment, Egypt
- **Khélil Lajimi**, Secretary of State for Cooperation and Foreign Investment, Tunisia
- **François Gouyette**, Ambassador in charge of the Barcelona Process, French Ministry of Foreign Affairs
- Abdelmadjid Baghdadli, Director General of the National Investment Development Agency (ANDI), Algeria
- Dr Ziad Bahaa-El Din, Chairman of General Authority for Investment & Free Zones (GAFI), Egypt
- Elias Farraj, Advisor to the CEO, Jordan Investment Board
- Rachel Roei, Director of the Investment Promotion Center, Ministry of Industry Trade and Labor, Israel
- Nicolas Nahas, Advisor, Prime Minister of Lebanon
- Hassan Bernoussi, Director General of the Department of Investment, Ministry for General and Economic Affairs, Morocco
- Jafar Hdaib, Director General, Palestinian Investment Promotion Agency
- Mohammad Seif Eldine, Assistant General Director of the Investment Office in Supreme Investment Council, Syria
- Fatma El Ghanmi, Director of international cooperation, Foreign Investment Promotion Agency (FIPA), Tunisia
- Irem Aydogdu, Head of Division, Undersecretariat of Treasury, General Directorate of Foreign Investment (GDFI), Turkey
- Jacques Sarraf, Vice-President of the Union of Mediterranean Confederations of Enterprises (UMCE)
- Bénédicte de Saint-Laurent, Coordinator, ANIMA
- Philippe Carli, CEO of Siemens France
- Philippe Cayla, Chairman and CEO of Euronews
- François Pontet, Managing Director, Adviser to the CEO of Siparex, General Representative of Club Siparex
- John Vassallo, Senior Counsel & Director European Affairs of GE

Moderated by:

- Clara Gaymard, President of Invest in France Agency
- Hichem Ben Yaïche, journalist and expert on Euro-Mediterranean Process

Closing address by:

- **François Gouyette**, Ambassador in charge of the Barcelona Process, French Ministry of Foreign Affairs
- **Dr. Mahmoud Mohieldin**, Minister of Investment, Egypt

8:00 p.m.



Welcome dinner / Hotel Hermitage



SPECIAL GUEST COUNTRY
 **RUSSIA**

GUEST EUROPEAN COUNTRIES
 **UNITED KINGDOM/ HUNGARY** 

GUEST MEDITERRANEAN COUNTRY
 **EGYPT**

GUEST EUROPEAN REGIONS
EMILIA-ROMAGNA / WEST REGION
 *Italy* *Romania* 

WEDNESDAY 7 JUNE

8:00 – 9:00 a.m.	Registration and welcome breakfast La Baule Congress Center, Atlantia
9:00 – 9:10 a.m.	Welcome address by: <i>Pierre Guénant,</i> <i>Chairman of LA BAULE WIC Steering Committee</i> <i>Sir Francis Mackay,</i> <i>Chairman of Europe+ Foundation Think Tank</i> Yves Métaireau <i>Mayor, Ville de La Baule-Escoublac</i>
9:10 – 9:20 a.m.	Opening address <i>Serguei Narychkine,</i> <i>Head of Russian Government Organisation</i>
9:20 – 9:30 a.m.	Introduction of the 2006 theme of the conference <i>Janos Koka, Economy Minister of Hungary</i>
9:30 – 10:15 a.m.	“Attractiveness on the move” session Ernst and Young FDI Monitor: Results 2005 <ul style="list-style-type: none"> ● Patrick Gounelle, CEO Ernst & Young France and Southern Europe ● Marc Lhermitte, Partner Ernst & Young
10:15 – 11:00 a.m.	“European attractiveness criteria” presentation <ul style="list-style-type: none"> ● Clara Gaymard, President of Invest in France Agency ● Gerhart Maier, Managing Director of Invest in Germany ● György Retfalvi, CEO of ITD Hungary
11:00 a.m. – 12:30 p.m.	“Local best practices” roundtable <i>Chaired by David Walburn, past President of EURADA</i> <i>Moderated by Peter Lemagnen, Director of Oxford Intelligence</i> <ul style="list-style-type: none"> ● Flavio Del Bono, Vice President of Emilia Romagna ● Dr Abel Garamhegyi, Deputy State Secretary, Ministry of Economy and Transport, Hungary ● Anne MacColl, Head of Southern Europe of Scottish Development International ● Florence Parly, Former French Minister of Budget, President of Paris-Ile-de-France Regional Economic Development Agency ● Constantin Ostaficiuc, President of West Region, Romania ● Pierre Simon, President of Eurochambres
1:00 – 2:15 p.m.	Lunch / Hotel Hermitage

2:45 – 4:30 p.m.

Workshops “Moving forward with Lisbon agenda reforms”

1. Partnership between universities, regions and business to shape and nurture the knowledge and know-how of the future

Chaired by **Lars Eklund**, President of The Competitiveness Institute (TCI) & Director Competitiveness of Vinnova
 Moderated by **Christian Saublens**, Director of Eurada

- ❖ **Monica Beltrametti**, Director of Xerox Research Centre Europe
- ❖ **Frédéric Cadet**,
Rector of the Academy of Poitiers and Universities Chancellor
- ❖ **Gheorghe Falca**, Mayor of Arad City, Romania
- ❖ **Carlos Estudante**,
Chairman of ADERAM, Regional Development Agency of Madeira
- ❖ **Catherine Ferrant**,
Vice-President Diversity and Accountability of Total
- ❖ **François Gerin**, Deputy General Manager of Siemens France
- ❖ **William Glick**,
Dean of the School of Management of Rice University/Houston
- ❖ **Martin Jahn**, Former Deputy Prime Minister of the Czech Republic and CHRO of Skoda Auto A.S.
- ❖ **Aymar de Lencquesaing**, President & CEO of Packard Bell France
- ❖ **Margaret McGarry**, Senior Director, Technology Collaboration Competitive Business of Scottish Enterprise
- ❖ **Zsolt Monzpart**, Vice President of Ericsson Hungary
- ❖ **Tsuyoshi Nakai**,
Director General of JETRO Paris and European Coordination Center

2. Laying the foundations for the European Googles of the future (fast growing SMEs)

Chaired by **François Barrault**, President of BT International
 Moderated by **Joshua Bower-Saul**, Director of Advantage West Midlands France

- ❖ **Brigitte Baumann**, Founder and CEO of Go Beyond Ltd
- ❖ **Sir Ronald Grierson**, Chairman of Blackstone Europe
- ❖ **Dominique Louis**, Chairman of Assystem
- ❖ **Alessia Melasecche Germini**,
Responsible for Business Development of Meta Group
- ❖ **Horatiu Moldovan**, Director General of Lasting Ltd
- ❖ **Modwenna Rees-Mogg**, Editor-in-Chief of Angel News
- ❖ **Steve Rosenblum**, CEO of Pixmania
- ❖ **Geoffroy Roux de Bézieux**, President of Virgin Mobile and President of CroissancePlus
- ❖ **Miguel Setuain**,
Regional Twinning Adviser of Sodercan, RDA West, Romania
- ❖ **Miles Templeman**,
General Director of Institute of Directors - IOD
- ❖ **Yves Trelohan**, Founder and CEO of Screen Research
- ❖ **Philipp A. Tuttle**,
General Partner of Davis, Tuttle Ventures Partners
- ❖ **Christian Weinberger**, Head of Unit, Entrepreneurship, European Commission, Enterprise and Industry Directorate-General

3. How to use Europe to develop national and local attractiveness

Chaired by **Clara Gaymard**, President of Invest in France Agency
 Moderated by **Simon Anholt**, Government Advisor and Author

- ❖ **Mick Buckley**, President Managing Director of CNBC Europe
- ❖ **Agnès Caradec**, Director of Communication of Ernst & Young
- ❖ **Gilles Delfassy**, Senior Vice President, Worldwide Wireless Terminal Business Unit of Texas Instrument
- ❖ **Ole Frijs-Madsen**, Director of Baltic Development Forum
- ❖ **Kai Hammerich**, President of WAIPA and Director General of Invest in Sweden
- ❖ **Mortada Mohamed**, Regional Director EMEA, Economic Development and Tourism, Office of the Governor of Texas
- ❖ **Régis Baudouin**, CEO of Paris-Ile-de-France, Regional Economic Development Agency
- ❖ **Kevin Perlmutter**, Head of Public Relations of Xerox Europe
- ❖ **Vitaly Tretiakov**, Chief Editor of “Actualités de Moscou”



4. Managing innovation needs and social policy costs: the case of the pharmaceutical industry

Chaired by **Brian Ager**, Director of the European Federation of Pharmaceutical Industries and Associations - EFPIA

Moderated by **François Sarkozy**, Vice-Chairman of the Supervisory Board of BioAlliance Pharma, Managing Partner of AEC Partners

- ❖ **George Andrejevs**, Member of European Parliament
- ❖ **Francis Bailly**, President of GE France
- ❖ **Miklos Boda**, Minister for Research and Innovation of Hungary, President of the National Office of Research and Technology of Hungary
- ❖ **Didier Hoch**, CEO of Sanofi Pasteur MSD
- ❖ **Olivier Kitten**, Coordinator of "Atlantic Biotherapies" Competitiveness cluster
- ❖ **Dr Ian C. Ragan**, Consultant, European Scientific Affairs of Eli Lilly Holdings Ltd
- ❖ **Jean-Claude Prager**, General Director of Le Cercle Santé Soci  



4:30 – 4:45 p.m.

Coffee break: Freescale Terrace / Second floor

4:45 – 6:15 p.m.

CEOs' roundtable "Energizing the world"

- **Steve Bolze**, Vice President, Power Generation, GE Energy
- **Osamu Kamimae**, President of Idemitsu Oil & Gas Co. Ltd
- **Claude Mandil**, Executive Director of the International Energy Agency
- **Christophe de Margerie**, Vice President of Total
- **Jean-Marc Nicolle**, Vice President Strategy and Products and Member of the Board of PSA Peugeot Citro  n
- **Ivan Prostavkov**, Russian Embassy, Economy and Trade Department

New initiatives: study case of Baltic countries

- **Dr. Jonas Rimantas Kazlauskas**, Deputy Director of Energy Agency of Ministry of Economy of Lithuania
- **K  rlis Miķelsons**, Chairman of the Board of SC Latvenergo

Moderators:

- . **Holger Alich**, Handelsblatt
- . **Simon Hobbs**, CNBC Europe

6:15 – 6:30 p.m.

Special address by a global player: "Russia, a key role in the world"

James Turley, Chairman and CEO of Ernst & Young, Co-Chairman of the Russian Foreign Investment Advisory Council (FIAC)

6:30 – 6:45 p.m.

Closing session

Christine Lagarde, Minister Delegate for Foreign Trade, France

7:00 p.m. – 8:00 p.m.

Awards ceremony for European Regions co-chaired by:

- **Danuta Hübner**,
European Commissioner for Regional Policy
- **Harry Dijkma**,
Committee of the Regions

With:

- **Jacques Auxiette**,
President of Pays de la Loire Region
- **Joël Batteux**, Mayor of Saint Nazaire,
Vice-President of Pays de la Loire Region
- **Clara Gaymard**,
President of Invest in France Agency
- **Jean-Yves Le Drian**,
President of Brittany Region
- **Florence Parly**,
Former French Minister of Budget, President of Paris-Ile-de-France,
Regional Economic Development Agency

Moderator: Patrice Lefeu, CEO of Europe+ Foundation

In partnership with EURADA and WAIPA

In the presence of:

Dame Ellen Mac Arthur, world solo sailing race record in 2005

9:00 p.m. – 11:00 p.m.

Special dinner under the patronage of ministers for Economic, Financial and Industrial Affairs
Hotel Hermitage



THURSDAY 8 JUNE

7:45 – 9:00 a.m.

Theme breakfasts

1. Promoting Mediterranean countries attractiveness

Co-chaired by **Dr Michael Frendo**, Minister of Foreign Affairs of Malta and **Christine Lagarde**, Minister Delegate for Foreign Trade, France

Moderated by **Clara Gaymard**, President of Invest in France Agency

- ❖ **Khébil Lajimi**, Secretary of State for Cooperation and Foreign Investment, Tunisia
- ❖ **Dr Ziad Baha El Din**, Chairman, General Authority for Investment and Free Zones, Egypt
- ❖ **Francis Bailly**, President of GE France
- ❖ **Bénédict de Saint-Laurent**, coordinator ANIMA
- ❖ **Jacques Sarraf**, Vice-president of the Union of Mediterranean Confederations of Enterprises (UMCE)

2. Boosting EU – US relationships

Chaired by **Jean Bernou**, CEO Continental Europe of McCain

Moderated by **Philippe Vanrie**, Managing Director of European Business Network

- ❖ **Dan Bedros**, Director General of Alcatel Romania
- ❖ **Jean Burelle**, President of MEDEF International
- ❖ **Scévole de Cazotte**, Senior Policy Director, European Affairs, United States Chamber of Commerce
- ❖ **Douglas Gregory**, Vice President, Governmental Programs of IBM EMEA
- ❖ **Thomas Kornegay**, Executive Director of the Port of Houston
- ❖ **Anne MacColl**, Head of Southern Europe of Scottish Development International
- ❖ **Robin Martens**, Managing Director of Euro-Chain
- ❖ **Jakub Mikulasek**, Executive Director of CzechInvest
- ❖ **Stephen B. Pierce**, Managing Director of the American Chamber of Commerce in France

3. Regional and local competitiveness: new practices, new partnerships
Chaired by Pierre Mirabaud, Delegate for Territorial Development and Competitiveness (DIACT)

Moderated by **Marc Lhermitte**, Partner Ernst & Young

- ❖ **Daniele Abbi**, President of ERVET – Emilia-Romagna Valorizzazione Economica Territorio
- ❖ **Aaron Demerson**, Executive Director of Texas Business Development, Economic Development & Tourism, Office of the Governor of Texas
- ❖ **Sorin Maxim**, Director of RDA West, Romania
- ❖ **Jean-François Gendron**, President of the Chamber of Commerce and Industry of Nantes
- ❖ **Andris Ozols**, CEO of Latvian Investment and Development Agency
- ❖ **Guy Sallavaud**, Vice President Regional Development of Total
- ❖ **Joao Pedro Taborda**, Director, External Relations – Europe of Embraer

4. Economic reforms in Russia: opportunities for foreign investments

Chaired by **Ara Abramian**, Co-Chairman of Association Dialogue Franco-Russe

Moderated by **Louis Schweitzer**, former Chairman of Renault,

Co-Chairman of Association Dialogue Franco-Russe

- ❖ **Igor Boumine**, President of the Foundation for Political Technologies
- ❖ **Youri Jdanov**, Director of the Federal Agency for the Special Economic Areas
- ❖ **Andranik Migranyan**, President of the Strategic Surveys Commission of the Public Chamber of the Russian Federation and Political Scientist
- ❖ **David Yakobachvili**, Chairman of the Board of Directors of Wimm Bill Dunn Foods OJSC

9:15– 9:30 a.m.

Opening address

Jean-Marc Ayrault,

President of Nantes Metropolis and Urban Community



9:30 – 11:15 a.m.

CEOs' roundtable “Networking infrastructures of growth”

- **James Edmonds,**
Chairman of the Port of Houston
- **Dr Abel Garamhegyi,** Deputy State Secretary,
Ministry of Economy and Transport, Hungary
- **Denis Griot,** Senior Vice President and General
Manager EMEA Freescale Semiconductor
- **Hubert Joly,**
President and CEO of Carlson Wagonlit Travel
- **Pr Edward G. Krubasik,**
Executive Vice President of Siemens AG
- **Jacques Lamarre,**
President and CEO of SNC-Lavalin
- **André Merlin,**
Chairman of the Executive Board of RTE
- **Ben Verwaayen,**
CEO of BT Group
- **Armando Zagalo de Lima,**
President of Xerox Europe



Moderators:

. *Géraldine Amiel, CNBC Europe*

. *Sir Stephen Brown,*

Former Group Chief Executive of UK Trade & Investment



11:15 a.m. – 12:30 p.m.

CEOs' roundtable “Designing a smart social model”

- **Kai Hammerich,** President of WAIPA and Director
General of Invest in Sweden, former CEO of Scania
- **Martin Jahn,** Former Deputy Prime Minister of the
Czech Republic and CHRO of Skoda
- **Wolfgang Rhode,** Member of the Executive
Committee of IG Metall
- **Louis Schweitzer,**
President of the Board of Directors of Renault,
President of the Head of the Anti-Discrimination Authority (HALDE)
- **Istvan Szini,** National Executive for Hungary, GE
- **Yannick Vaugrenard,**
Member of the European Parliament (P.S.E),
First Vice-President of the Conseil Régional des Pays de la Loire



Moderators:

. *Steve Pearlstein, Business Columnist, Washington Post*



12:30 – 1:00 p.m.

Awards ceremony

“The Best Investments in Europe”

by European officials



1:30 – 2:45 p.m.

Lunch / Hotel Hermitage



Dialogue between executives and European officials

3:30 – 4:15 p.m.

“Reports and recommendations for a more attractive and competitive Europe”

Moderated by Sir Francis Mackay, Chairman of Europe+ Think Tank, Vice Chairman of Carlton Financial Group

- **Dr Michael Frendo**, Minister of Foreign Affairs, Malta
- **Dr Ziad Bahaa-El Din**, Chairman of General Authority for Investment & Free Zones (GAFI), Egypt
- **Brian Ager**, Director of the European Federation of Pharmaceutical Industries and Associations - EFPIA
- **Simon Anholt**, Government Advisor and Author
- **François Barrault**, President of BT International
- **Monica Beltrametti**, Director of Xerox Research Centre Europe
- **Jean Bernou**, CEO Continental Europe of McCain
- **Clara Gaymard**, President of Invest in France Agency
- **Pierre Mirabaud**, Delegate for Territorial Development and Competitiveness (DIACT)

4:15 – 5:00 p.m.

Face to face “The new deal for a modern Europe: matching human and financial capital”

- ⇒ **Sir Stuart Bell**, Member of UK parliament
- ⇒ **Ben Verwaayen**, CEO of BT Group

Closing address

by **Jean-Pierre Raffarin**,
former Prime Minister of France

Moderated by Simon Hobbs, CNBC Europe

5:00 – 5:30 p.m.

Guest countries officials:

“Our answers for a more attractive and competitive Europe”

Dr Abel Garamhegyi, Deputy State Secretary, Ministry of Economy and Transport, Hungary

Khélil Lajimi, Secretary of State for Cooperation and Foreign Investment, Tunisia

Christine Lagarde, Minister Delegate for Foreign Trade, France

5:30 – 6:15 p.m.

Special addresses by global players:

“Our vision of the world”

- ⇒ **Anne Mulcahy**,
Chairman and CEO of Xerox
- ⇒ **Tadashi Okamura**,
Chairman of the Board of Toshiba
- ⇒ **Ferdinando Beccalli**,
Chairman of GE International (*via video-conference*)

8:00 p.m.

Closing dinner / Hotel Hermitage



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CONTACT

www.labaulewic.org

EXECUTIVE OFFICE / PARIS

Patrice LEFEU, CEO

Tel. +33 (0)1 46 93 88 66
patrice.lefeu@labaulewic.org

Agnès CARADEC, Communication Manager

Tel. +33 (0)1 46 93 67 58
agnes.caradec@labaulewic.org

Marie BARBOTIN, Partnerships Manager

Tel. +33 (0)1 46 93 88 86
marie.barbotin@labaulewic.org

Florence SABOURIN, Press Officer

Tel. +33 (0)6 07 62 47 36
florence.sabourin@labaulewic.org

PERMANENT OFFICE / NANTES

Nathalie GARRY, Business Affairs Manager

Tel. +33 (0)2 51 84 42 34
nathalie.garry@labaulewic.org

Monique PANHÉLEUX, Institutional Affairs Manager

Tel. +33 (0)2 51 84 42 23
monique.panheleux@labaulewic.org

EUROPEAN OFFICE / BRUSSELS

Christian SAUBLENS, Director EURADA

Tel. +32 22 18 43 13
christian.saublens@labaulewic.org

REGISTRATION TO LA BAULE-WIC

Antoine LEFEBURE, Logistics Project Manager

Tel. +33 (0)1 45 78 00 03
registration@labaulewic.org