

**World
Investment
Conference**

2010

8th **WORLD INVESTMENT CONFERENCE**
Stimulating Global Economic Growth

June 2-4, 2010 – La Baule, France

“Europe’s Attractiveness in a Changing World”

Program as of May 25
All the speakers are confirmed

5.00 pm **Registration**

7.00 – 8.30 pm **Opening Debate**
Salon les Ambassadeurs

Public and private leaders will share their views on the reconciliation of the current European social model with economic growth.

Moderator:

- Olivier Fleurot, CEO of MS&L, Publicis Group

Welcome address

- Michel Mercier, French Minister of Rural and Territorial Affairs

Keynote Speaker:

- Herman Van Rompuy, President of the European Council

Speakers:

- Dr. Thomas Enders, President and CEO of Airbus
- Raya Haffar El Hassan, Minister of Finance of Lebanon
- Jian Qing Jiang, Chairman of the Board of the Industrial & Commercial Bank of China

8.30 – 9.30 pm **Beach Cocktail**
Les Belvédères

9.30 – 11.00 pm **Dinner**
Salon les Ambassadeurs

8.30 am **Welcome Address**
Pierre Guénant and Patrick Gounelle, Co-Chairmen of Europe+ Foundation

“ATTRACTIVENESS ON THE MOVE”
Les Ambassadeurs

8.35- 9.00 am **Presentation of Ernst & Young’s Attractiveness Survey**
Marc Lhermitte, Partner at Ernst & Young

9.00 – 10.00 am **Debate: The Changing Patterns of Foreign Direct Investment (FDI)**

This session will spotlight some of the undergoing changes in foreign direct investment: green-techs, expansion, off shoring, alliances, and restructuring. The debate will focus on competition among countries, post-crisis opportunities, key growth sectors and industries, and the necessity of having common European development policies.

Chair:

- Ben Verwaayen, CEO of Alcatel-Lucent

Moderator:

- Patricia Szarvas, Anchor, CNBC

Speakers:

- David Appia, Chairman and CEO of the Invest in France Agency
- Philippe Favre, President of the International Network of Alstom
- James S. Turley, Global Chairman and CEO of Ernst & Young

10.00 - 10.30 am **Networking Break**
Freescale Terrace

SYMPOSIUM ON KEY ATTRACTIVENESS ASSETS

10.30 -12.30 am

Symposium 1

Government as an Entrepreneur

Salon Les Ambassadeurs

Governments have involved themselves in anti-crisis measures to help companies and sectors recover from the downturn. At the same time, governments have invested in strategic sectors, which appear to provide promising growth opportunities in the future. What will the post-crisis global economy learn from this state investment and involvement? To what extent and to which sectors should this government support be offered; furthermore, when should it end? Does Europe need a structured government agency to play this role?

Chair: - Prof. Franco Bassanini, President of Cassa Depositi e Prestiti - Astrid Foundation

Moderator: - Stephan Kuhn, EMEA Tax Leader at Ernst & Young

Speakers:

- Gilles Michel, CEO of the French Strategic Investment Fund
- Knut Rexed, Owner and Manager of Rexed & Spörndly AB
- Peter Skinner, Member of the European Parliament and of the Industry, Research and Energy Committee

Symposium 2

Clean-techs and Renewable Energies: Can Early Awareness Turn into Business?

Salon Trouville

The global crisis has raised the profile of sustainability and green technology among international business leaders. What is the real weight and impact of green growth in the post crisis economy and recovery? What are the most promising green opportunities for European businesses? Do we need further European public investment to promote green innovation and economy?

Chair & moderator:

- Philippe Carli, CEO of Siemens France, VP Energy Sector South West Europe

Speakers:

- Francis Bailly, Senior Business Executive, Vice President European Affairs of GE
- Bruno Baylac, Director Global Industrial Segment of Freescale
- Thomas Davidsson, CEO of China BioEnergy Development
- Thomas Grigoleit, Director Renewable Energies & Resources of Germany Trade and Invest

Symposium 3

Sustainable Health

Salon La Baule

Can the European health model become a global model? What is the European model? What are the primary business opportunities generated by the European health system (food safety, diagnosis, medical imagery, fight against aging diseases, cardio-vascular diseases, diabetes, obesity, etc...)

Chair: - Catherine Geslain-Lanéelle, Executive Director of the European Food Safety Authority

Moderator: - Patrick Flochel, Partner – EMEA Life Sciences Leader at Ernst & Young

Speakers:

- Annemeijn Eschauzier, Chief Marketing Officer EMEA of GE Healthcare
- Prof. Dr. Tobias Hartmann, Director of the Institute for Neurodegeneration and Neurobiology at the Saarland University and Co-Director of the Deutsches Institut für Demenzprävention
- Thomas Miller, CEO, Customer Solutions of Siemens
- Dr. José Luis Rocha Castilla, General Secretary for Quality and Modernisation of the Regional Ministry of Health of Andalucía

12.45 - 2.00 pm Informal Lunch and Networking

Eden Beach Restaurant

SYMPOSIA ON KEY ATTRACTIVENESS ASSETS

2.00 – 4.00 pm

Symposium 4

European Innovation Ecosystem

Salon Trouville

Has Europe reached an efficient model of innovation strategy and promotion? How can European regions develop their innovation skills, competitiveness and attractiveness? What are the best practices in terms of innovation through clusters?

Chair: - Pierre Dartout, Interministerial Delegate for Territorial Development and Regional Attractiveness of DATAR

Expert: - Dr. Hermann Hauser, Co-Founder and Director of Amadeus Capital Partners Ltd

Moderator: - Jan Siemons, Partner at Ernst & Young

Speakers:

- Prof. Dr. - Ing. Hans-Jörg Bullinger, President of the Fraunhofer-Gesellschaft
- Guy Diedrich, Vice Chancellor for Federal Relations and Commercialization of The Texas A&M University System
- Philippe Grand, France Cleantech Industry Leader at Ernst & Young
- Philippe Suinen, CEO of Wallonia Export and Investment Agency (Awex)

Symposium 5 **Harmonization, Regulation and Transparency**
Salon La Baule

To what extent is harmonized regulation in: fiscal, financial, labour, environmental, security and IP matters an asset for Europe? What are the assets of Europe within this regulatory environment? Where should Europe be more flexible and harmonized to improve its attractiveness?

Chair and moderator:

- Dr. John Vassallo, Vice President of EU Affairs - Associate General Counsel at Microsoft

- Speakers:*
- Gonzague de Blignières, CEO of Barclays Private Equity France
 - Honorable Ronald A. Cass, President of Cass & Associates, PC
 - Anna Maria Corazza Bildt, Member of the European Parliament
 - Ruth Picker, Global Leader of IFRS Services at Ernst & Young

Symposium 6 **Infrastructure: Empowering Economic Growth**
Salon Les Ambassadeurs

Where are the FDI opportunities in urban and international transportation, telecom and connectivity infrastructure? What are the business model best practices to develop major infrastructure projects (financing, public-private partnerships, project management, ect...)?

Chair & moderator:

- Clara Gaymard, VP Government Strategy Sales, President & CEO of GE France

- Speakers:*
- Gabor Emori, Director of I-Cell Ltd.
 - David Fisher, Chairman of Dynamic Architecture Group
 - Denis Griot, Chairman Emeritus of Freescale EMEA
 - Hai Feng Ling, Executive VP of Huawei Europe
 - Dr. Martin Reeves, Chief Executive of Coventry City Council (UK)

KEYNOTES SPEECHES AND RECOMMENDATIONS

4.30 – 6.30 pm

Salon Les Ambassadeurs

This plenary session will present concrete recommendations to improve European attractiveness.

Moderator: - Lucian Sârb, Director of News and Programmes at Euronews

- Speakers:*
- Michel Barnier, European Commissioner for Internal Market and Services
 - Prof. Joachim Bitterlich, Executive Vice President International Affairs, Chairman Germany of Veolia Environment
 - Hai Feng Ling, Executive VP of Huawei Europe
 - Mark Otty, Area managing Partner EMEIA at Ernst & Young
 - Jean-Pierre Raffarin, Former Prime Minister of France, Senator
 - Philippe Varin, Chairman of PSA Peugeot Citroën

7.00 – 8.30 pm **Beach Cocktail - Les Belvédères**

8.30 pm **Gala Dinner - Salon Les Ambassadeurs**
Welcome address by : Marc Zuccolin, General Manager, Lucien Barrière Group La Baule

INNOVATION AND TECHNOLOGY SHOWCASE

8.00 am – 12.45 pm

8.00 - 8.15 am **Opening Keynote**
Salon Les Ambassadeurs

8.15 - 8.55 am **Innovation Clusters from around the World**

Presidents of Innovation Centers will share best practices, trends, policies and initiatives to spur innovation and competitiveness. Technology clusters, science parks, incubators, and competitive centers are at the heart of the innovation ecosystem and key to foster economic growth.

Moderator: - Joshua Bower-Saul, VP Europe, Avise Partners

- Speakers:*
- Ilpo Kuronen, Programme Director, Finnish Health and Well-Being Cluster
 - Mika Sulkinoja, Director, Cleantech Financing, Lahti Science and Business Park, Finnish Clean-tech Cluster
 - Nantes Biotherapy cluster

9.00 - 10.10 am **Tomorrow’s Growth Champions**
Salon Trouville-La Baule

Promising private companies from around the world in various sector including high-tech, biotech, clean-tech and other areas will present their innovations and target markets.

	<i>Salon Trouville</i> (High-Tech and Clean-Tech)	<i>Salon La Baule</i> (Bio-Tech)
9:00 - 9:10 AM	S3d (www.sol3d.com)	Bio Base Europe (www.biobaseeurope.eu)
9:12 - 9:22 AM	Build IT (www.build-it.gr)	EMFIT (www.emfit.com)
9:24 - 9:34 AM	Christeys (www.christeys.com)	Remote Analysis (www.remoteanalysis.net)
9:36 - 9:46 AM	SABO (www.sabo.gr)	Optomed (www.optomed.fi)
9:48 - 9:58 AM	CERECO (www.cereco.gr)	Mendor (www.mendor.com)
10:00 - 10:10 AM	Verhaert (www.verhaert.com)	HLD (www.healthylifedevices.com)

10.10 - 10.25 am **Networking Break**
Freescale Terrace

10.30 am - 11.40 pm Tomorrow's Growth Champions
Salon Trouville-La Baule

Promising private companies from around the world in various sector including high-tech, biotech, clean-tech and other areas will present their innovations and target markets.

	<i>Salon Trouville</i> (High-Tech)	<i>Salon La Baule</i> (Clean-Tech & Bio-Tech)
10:30 - 10:40 AM	iAdvize (www.iadvize.com)	Algenics (www.algenics.fr)
10:42 - 10:52 AM	Human Connect (www.human-connect.com)	Air Sur (www.airsur.fr)
10:54 - 11:04 AM	Emotion AI (www.emotionai.com)	pharmafor (www.pharmafor.com)
11:06 - 11:16 AM	The Ethical Economy (www.ethicaleconomy.com)	AkkuSer Ltd (www.akkuser.fi)
11:18 - 11:28 AM	Polyphotonix (www.polyphotonix.com)	EnviCare Engineering (www.envicare.at)
11:30 - 11:40 AM	Iknost (www.iknost.com)	

11.45am - 12.25 pm Regional Ambassadors Panel
Salon Les Ambassadeurs

Representatives from leading regions around the world will share their experience on how to stimulate economic growth through investment, policy, talent, R&D, technology, and infrastructure.

Moderator: - Jean-Luc Firmin, Managing Director, Invest in Western France

Speakers:

- Johan Declerck, Managing Director, Development Agency East Flanders
- Katerina Diamantopoulou, Secretary General, Sterea Ellada Regional Administration
- Sophie Labrosse, Managing Director of WIN Atlantic (European project with Ireland, United-Kingdom, France and Portugal)

12.30 - 12.45 pm Closing Keynote
 Anne-Marie Idrac, Minister of State for Foreign Trade of France

12.45 pm Closing Lunch
Eden Beach Restaurant