

Making Europe  
More Attractive

7th **LA BAULE**  
World Investment  
Conference



EUROPE+ FOUNDERS  
ERNST & YOUNG  
PGA GROUP

WORLD INVESTMENT CONFERENCE IN LA BAULE

# PRELIMINARY PROGRAM

JUNE 3-4-5, 2009

CYPRUS SPAIN  
GERMANY LUXEMBOURG AUSTRIA POLAND  
FRANCE DENMARK CZECH REPUBLIC ITALY  
BULGARIA BELGIUM LITHUANIA SLOVAKIA MALTA

**“Investing in Global Cities:  
Opportunities in Adversity”**

HUNGARY SLOVENIA GREECE SWEDEN FINLAND  
UNITED KINGDOM ROMANIA ESTONIA PORTUGAL LATVIA  
NETHERLANDS IRELAND

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JUNE 3-4-5  
**2009**

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Project Part-Financed  
by the European Union  
European Regional  
Development Fund

# 2008 KEY FIGURES

- 1,045** High level representatives
- 180** Speakers
- 715** Business leaders
- 76** Europeans officials, national & regional political leaders
- 187** Experts from European investment & development agencies
- 67** International media representatives
- 45** Nationalities represented



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**LA BAULE**  
JUNE 3-4-5  
**2009**

## “Investing in Global Cities: Opportunities in Adversity”

4 INTERACTIVE EVENTS  
JUNE 3-4-5

**ATTRACTING** investment, talent and innovation to Europe the core business of the World Investment Conference



JUNE 4-5

**LINKING** innovative, fast-growing companies in Europe and around the world



JUNE 4

**TRAINING, ATTRACTING AND RETAINING** talents for innovation and added value



JUNE 3-4-5

**FOSTERING** transatlantic cooperation for cleantech



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A **UNIQUE PLATFORM** for executive players and top policy makers

# WELCOME TO THE 7<sup>TH</sup> WORLD INVESTMENT CONFERENCE

## *“Investing in Global Cities: Opportunities in Adversity”*

### At stake

The Europe+ Foundation, co-founded by Ernst & Young and the PGA Group, in partnership with the European Commission, have been organizing the annual World Investment Conference for the past six years in La Baule (France).

Since 2001, more than 5,000 participants have attended this unique conference to debate the future of international investment and the policy issues that surround it. The event has won a worldwide recognition as the premier forum on the attractiveness and competitiveness of Europe. How can companies and public players, together evaluate and build the solutions to promote investment in capital, talents, technology and innovation in Europe.

This year, the World Investment Conference is even more than ever committed to provide positive answers and sustainable solutions to face the current downturn affecting our regions, countries and businesses.

### Content

#### Opportunities in Adversity

As the financial market and consumer confidence crisis amplifies, 2009 opens on a deep economic crisis, affecting Europe across all sectors, with an obvious impact on industrial investment. UNCTAD – the United Nations bureau monitoring trade and development globally - estimates that FDI will have dropped by a record 20% in 2008.

Where is the future? As Tony Blair said in Davos, ‘if you ask experts what we should do, the most honest answer is: I don’t know’. The prospect of a new global governance, attempts at re-regulating financial markets and the implementation of emergency recovery plans everywhere raise enormous challenges. Yet, 2009 could be the year in which financially sound organizations and countries create the path to boost their future fortunes. As boardrooms and ministries grapple with the dilemma of whether and when to invest in acquiring assets or entering new markets, interviews with decision makers confirm that the growth agenda is still alive, even in the current turbulent conditions. During the recession of the early 1990s, the majority of companies and governments responded to the situation with extreme caution. However experience proved that those which emerged the strongest had clearly identified opportunities to sustain their own development and to take and implement strategic decisions that distinguished them from their competitors.

#### Growth in the City: opportunities in adversity

Urban and regional development is one of the obvious responses. In the world’s fastest growing cities and urban regions, 80% of the world’s population live, work, study, innovate. The world’s cities currently produce 75% of the global added-value.

City development offers a wide range of growth applications. Challenges and needs are huge, from fundamentals to cutting edge sectors: infrastructures, transport, housing, education, telecommunications, security, leisure, culture, sustainability, business services, services to individuals, etc.

#### Find solutions at the World Investment Conference

La Baule forum has always been looking at the future. This is the place where:

- Key trends and facts about investment in Europe and global cities will be unveiled
- International investors, innovative SMEs, political leaders and opinion leaders will look at practical solutions rather than problems
- Visionaries, architects, artists, researchers will point to new ideas and cutting-edge trends

The 2009 World Investment Conference will be organized around:

- 3 plenary sessions
- 8 thematic workshops
- 3 associated conferences (1st Brainpower Forum, 2nd Transatlantic Green Platform, Global Tech Showcase).

**WEDNESDAY**  
**JUNE**  
**3**

6:30 P.M. 7:45 P.M.	<p><b>WELCOME COCKTAIL</b></p> <p><b>WELCOME DINNER</b></p> <p>Welcome addresses by <b>PIERRE GUÉNANT</b>, Co-Chairman of Europe+, President of La Baule WIC, Chairman of the PGA Group, <b>PATRICK GOUNELLE</b>, Co-Chairman of Europe+, Global Managing Partner EMEA, Ernst &amp; Young and <b>YVES MÉTAIREAU</b>, Mayor of La Baule</p> <p>WAIPA Personal award for the contribution to the development of the Global Investment Framework delivered by <b>DR. ALESSANDRO TEIXEIRO</b>, President of WAIPA and President of Apex-Brasil, <b>DR. MARIA BEATRIZ NOFAL</b>, President of ProsperAr and Director of WAIPA South America, <b>ANTONIO HERNANDEZ</b>, Chief Strategy Officer at Invest in Spain, Director for the EU Region, WAIPA</p>	8:30 P.M. <b>DINNER DEBATE*</b>
9:15 P.M.	<p><b>DEBATE: RALLYING FOR RENEWAL</b></p> <p>Co-Moderators: <b>DANA SPINANT</b>, Chief Editor, European Voice and <b>PATRICIA SZARVAS</b>, CNBC Anchor Introduced by <b>CHRISTIAN DE BOISSIEU</b>, President, Council of Economic Analysis (CAE)</p> <ul style="list-style-type: none"> <li>• <b>CHRISTINE LAGARDE</b>, Minister for Economy, Industry and Employment, France</li> <li>• <b>ISTVAN VARGA</b>, Minister for National Development and Economy, Hungary</li> <li>• <b>AFIF CHELBI</b>, Minister for Economy, Industry, and SMEs, Tunisia</li> <li>• <b>MARK OTTY</b>, Area managing partner EMEA, Ernst &amp; Young</li> <li>• <b>ANA LEHMANN</b>, Vice-President of Norte Region, Portugal</li> </ul>	

**THURSDAY**  
**JUNE**  
**4**

8:30 > 9:00 A.M.	<p><b>WELCOMING ADDRESSES "OPPORTUNITIES IN ADVERSITY"</b></p> <p><b>PIERRE GUÉNANT</b>, Co-Chairman of Europe+, President of La Baule WIC, Chairman of the PGA Group and <b>PATRICK GOUNELLE</b>, Co-Chairman of Europe+, Global Managing Partner EMEA, Ernst &amp; Young</p> <p><b>DAVID APPIA</b>, Chairman and CEO of Invest in France Agency, Ambassador for international investment</p>	8:30 A.M.
9:00 > 10:30 A.M. 9:00 > 9:30 A.M.	<p><b>2009 AND BEYOND: THE ATTRACTIVENESS OF EUROPE AND ITS GLOBAL CITIES</b></p> <p>Presentation of Ernst &amp; Young's special 2009 edition of the European Attractiveness Survey</p> <p><b>MARC LHERMITTE</b>, Partner Ernst &amp; Young, presents the latest trends of Europe's attractiveness in adversity, perspectives for the rebound, current and future challenges, doubts and expectations on the global business community. How is the crisis affecting international investment projects and decision-making processes? What investment opportunities will emerge? Who will come out a winner?</p>	<p>2nd Transatlantic <b>GREEN PLATFORM</b></p>
9:30 > 10:30 A.M.	<p><b>ATTRACTIVENESS OF CITIES ACROSS THE WORLD: SUCCESS MODELS AND CHALLENGES</b></p> <p>Moderator: <b>SHELLIE KARABELL</b>, Founder, Sunshine Media &amp; Communication</p> <ul style="list-style-type: none"> <li>• <b>THE RT HON TESSA JOWELL</b>, Minister for the Olympics and Paymaster General</li> <li>• <b>DR. KHATER MASSAAD</b>, CEO Government of Ras Al Khaimah Investment Authority and Advisor to H.H. the Crown Prince &amp; Deputy Ruler</li> <li>• <b>DR. ALESSANDRO TEIXEIRA</b>, Head of Apex Brasil and President of WAIPA</li> <li>• <b>JAMES TURLEY</b>, CEO, Ernst &amp; Young</li> </ul>	<p>global <b>TECH SHOWCASE</b></p>
10:30 > 11:00 A.M.	<b>COFFEE BREAK</b>	
11:00 > 12:30 P.M.	<p><b>WORKING, LEARNING AND LIVING IN THE GLOBAL CITY OF THE FUTURE</b></p> <p>Moderator: <b>SHELLIE KARABELL</b>, Founder, Sunshine Media &amp; Communication</p> <ul style="list-style-type: none"> <li>• <b>PASCAL CAGNI</b>, CEO, Apple EMEA</li> <li>• <b>DAVID FISHER</b>, Architect, Dynamic Architecture</li> <li>• <b>H.E. FAHMI AL JOWDER</b>, Minister of Works, Electricity and Water Authority, Kingdom of Bahrain</li> <li>• <b>HERVÉ LE BRAS</b>, Studies Director, EHESS</li> <li>• <b>ERIK ORSENNA</b>, Académie Française</li> <li>• <b>SASKIA SASSEN</b>, Urban Sociologist, Columbia University</li> </ul>	
12:30 > 12:45 P.M.	<p><b>WHICH URBAN CIVILISATION DO WE WANT TO BUILD?</b></p> <p>by <b>PAUL ANDREU</b>, Architect</p> <p>Dialogue with <b>SHELLIE KARABELL</b>, Founder, Sunshine Media &amp; Communication</p>	
12:45 > 1:00 P.M.	<p><b>PROVINCE OF SHANDONG — PAYS DE LA LOIRE REGION: TERRITORIES COOPERATION AND COMMON DEVELOPMENT</b></p> <p>Introduction by <b>PIERRE GUÉNANT</b>, Co-Chairman of Europe+, President of La Baule WIC, Chairman of the PGA Group</p> <ul style="list-style-type: none"> <li>• <b>JACQUES AUXIETTE</b>, President of Pays de la Loire Region, France</li> <li>• <b>YULAN ZHAO</b>, Vice Chairman of Chinese People's Political Consultative Conference (CPPCC)-Shandong Committee</li> </ul>	
1:15 > 2:30 P.M.	<p><b>THEMATIC LUNCHES</b></p> <p><b>1 A World of Global Cities</b></p> <p>Introduced by <b>JEAN-MICHEL SEVERINO</b>, Managing Director, Agence Française de Développement</p> <p>Moderator: <b>H.E. SERGE DEGALLAIX</b>, Ambassador for France in Tunisia</p> <ul style="list-style-type: none"> <li>• <b>PHILIPPE CAYLA</b>, President, Euronews</li> <li>• <b>FRANCISCA DO ESPIRITO SANTO</b>, Mayor of Luanda, Angola</li> <li>• <b>ABBÈS MOHSEN</b>, Mayor of Tunis, Tunisia</li> <li>• <b>TATIANA MARÍA OROZCO DE LA CRUZ</b>, Executive Director of Barranquilla's Investment Promotion Agency, Probarranquilla, Colombia</li> <li>• <b>MARK OTTY</b>, Area Managing Partner EMEA, Ernst &amp; Young</li> <li>• <b>GUSTAVO PULTI</b>, Mayor of Mar del Plata, Argentina</li> </ul> <p><b>2 Promoting Europe as a whole</b></p> <p>Moderator: <b>FRANCIS BAILLY</b>, Senior Business Executive, Director European Affairs, GE International</p> <ul style="list-style-type: none"> <li>• <b>DAVID APPIA</b>, Chairman and CEO of Invest in France Agency, Ambassador for International Investment</li> <li>• <b>ANTONIO HERNANDEZ</b>, Chief Strategy Officer at Invest in Spain, Director for the EU Region, WAIPA</li> <li>• <b>DR. MARIA BEATRIZ NOFAL</b>, President of ProsperAr and Director of WAIPA South America</li> <li>• <b>RICHARD OFFERMANN</b>, Director Services Industries, Germany Trade and Invest</li> <li>• <b>GYÖRGY RETFALVI</b>, CEO of Investment Trade and Development, Hungary</li> </ul> <p>Closing remarks: <b>PATRICE LEFEU</b>, Executive Director of Europe+ and La Baule Conferences</p> <p><b>3 Networking lunch hosted by Norte Region, Portugal</b></p> <p>Introduced by <b>ANA LEHMANN</b>, Vice President of the Norte Region, Portugal</p>	

\* Cf. Specific Programs

<p>3:00 &gt; 5:00 P.M.</p>	<p><b>PARALLEL SESSIONS</b></p> <p><b>THEMATIC WORKSHOPS</b> <i>Economic development in cities and territories: concrete projects to create and encourage news sources of growth</i></p> <p><b>1 Technology in the City</b> <i>How technology is transforming business and daily life in cities?</i></p> <p>Moderator: <b>KEITH REDFEARN</b>, GE Energy Europe President and Reporter: <b>CLARA GAYMARD</b>, GE International Government Initiatives leader and President, GE France</p> <ul style="list-style-type: none"> <li>• <b>PAUL JOHNSTON</b>, Head of European Public Sector Team, Cisco</li> <li>• <b>DENIS GRIOT</b>, Senior Vice President &amp; Chairman EMEA, Freescale</li> <li>• <b>DANIEL KAPLAN</b>, CEO, Fing, City 2.0 programme</li> <li>• <b>CHRIS LUEBKEMAN</b>, Director of Global Foresight of Arup</li> <li>• <b>VIRGINIE DE CHASSEY</b>, Sustainable Development Director, PSA Peugeot Citroën</li> <li>• <b>XINGRU ZHANG</b>, Vice Chairman of Chinese People's Political Consultative Conference (CPPCC)—Yantai Committee</li> </ul> <p><b>2 Urban Planning and Social Innovation</b> <i>Building harmonious and long term urban development</i></p> <p>Moderator: <b>JAN SIEMONS</b>, Partner, Ernst &amp; Young Netherlands Reporter: <b>VICTORIA APPELBE</b>, Director, Economic Development, City of Bonn</p> <ul style="list-style-type: none"> <li>• <b>HE DR. NASER AL BELOOSHI</b>, Ambassador for Bahrain in France</li> <li>• <b>PIERRE MANSAT</b>, Member of Paris Council, in charge of Greater Paris</li> <li>• <b>LORIN PARYS</b>, Chief Operating Officer, Uplace</li> <li>• <b>GUILLAUME POITRINAL</b>, CEO &amp; Chairman of the management board, Unibail-Rodamco</li> <li>• <b>FRANÇOIS TRAUSCH</b>, Real Estate Director, GE Europe</li> </ul> <p><b>3 Learning in the City</b> <i>Link between higher education, talent and economic development and city attractiveness</i></p> <p>Moderator: <b>THANH N GHIEM</b>, Professor HEC Paris and Angenius Founder Reporter: <b>VINCENT PIRON</b>, Strategy and Investment Director, Vinci Concessions</p> <ul style="list-style-type: none"> <li>• <b>ANTHONY BÉCHU</b>, Chairman, Agence d'Architecture d'A. Béchu</li> <li>• <b>AGNÈS FLÉMAL</b>, General Manager, Wallonia Space Logistics</li> <li>• <b>IAN NELSON</b>, Minister for Finance, Economic and Social Development and Tourism, Cape Town City</li> <li>• <b>BONIFACIO VEGA GARCIA</b>, Managing Director, Estrategia Madrid Global</li> </ul> <p><b>4 Ground and Underground Networks</b> <i>Intra Cities connections and networks to improve urban life</i></p> <p>Moderator: <b>JAMES CLOSE</b>, Partner, Transaction Advisory Services Business, Ernst &amp; Young Reporter: <b>MICHEL MORVAN</b>, Scientific Director, Veolia Environment</p> <ul style="list-style-type: none"> <li>• <b>WOLFGANG BLOCH</b>, Vice President/Head of Environmental &amp; Safety Department, Siemens AG</li> <li>• <b>FRÉDÉRIK GETTON</b>, PSA Peugeot Citroën</li> <li>• <b>RICHARD OFFERMANN</b>, Director Service Industries, Germany Trade and Invest</li> <li>• <b>ANTONIO OPORTO</b>, Spain CEO and Iberico-American region VP</li> <li>• <b>HU SHAOJUN</b>, Vice-Mayor of the city of Qingdao, People's Republic of China</li> </ul>	<p>2:45 P.M.</p> <p>1st BRAINPOWER Forum</p>	<p>2nd Transatlantic GREEN PLATFORM</p>	<p>global TECH SHOWCASE</p>
<p>5:00 &gt; 6:00 P.M.</p>	<p><b>NETWORKING</b></p>			
<p>6:00 &gt; 6:30 P.M.</p>	<p><b>BRAINPOWER FORUM CLOSING SESSION*</b></p>	<p>6:30 P.M.</p>		<p>6:30 P.M.</p>
<p>6:30 &gt; 7:30 P.M.</p>	<p><b>TRANSATLANTIC GREEN PLATFORM* CLOSING SESSION AND TGP AWARDS CEREMONY</b></p>		<p>7:30 P.M.</p>	
<p>7:30 &gt; 7:45 P.M.</p>	<p><b>BEST INVESTMENT AWARDS CEREMONY</b></p>			
<p>8:00 &gt; 9:00 P.M.</p> <p>9:00 &gt; 11:00 P.M.</p>	<p><b>GALA EVENING HOSTED BY SOUTH AMERICA</b></p> <p><b>BEACH COCKTAIL</b></p> <p><b>GALA DINNER</b> Introduction by <b>DR. ALESSANDRO TEIXEIRA</b>, Head of Apex Brasil and President of WAIPA and <b>DR. MARIA BEATRIZ NOFAL</b>, President of ProsperAr and Director of WAIPA South America</p>			

## THEMATIC WORKSHOPS

*Economic development in cities and territories:  
concrete projects to create and encourage new sources of growth*

### 5 Global Cities: the Only Success Model?

*Can "second" or mid size cities be tomorrow's leaders?*

Moderator: **ROB ELLERMEIJER**, Partner E&Y, local government ww manager

Reporter: **PHILIPPE CARLI**, CEO of Siemens France and of Energy SWE cluster

- **DAVID AUDRETSCH**, Distinguished Professor and Ameritech Chair of Economic Development at Indiana University School of Public and Environmental Affairs
- **ALAN HARDING**, Director, Ipeg, Manchester
- **ANDY MONTGOMERY**, CEO, El Paseo Bank

### 6 The Sustainable City

*The intelligence of city development*

Moderator: **FRANCIS BAILLY**, Senior Business Executive, Director European Affairs, GE International

Reporter: **ERIK FREUDENTHAL**, Manager, Stockholm GlashusEtt

- **WOLFGANG BLOCH**, Vice President/Head of Environmental and Safety Department, Siemens AG
- **STINA SOEWARTA**, Deputy Head, Cabinet of European Commissioner for Energy
- **JOOST VAN IERSEL**, EU Economic and social Advisory Board member, in charge of cities

### 7 Branding the City

*Marketing and communication of territories and cities*

Moderator: **ROSALIND JOSEPH**, Global Public Relations & Destination Marketing Consultant

Reporter: **NATHALIE RASTOIN**, Managing Director, Ogilvy France

- **DOMINIC BUTTIMORE**, Executive Producer, CEO, Th1ng
- **ANDREW LEVINE**, President/Chief Creative Officer, Development Counsellors International (DCI)
- **JEAN-LOUIS MISSIKA**, Deputy Mayor of Paris in charge of Innovation, Research & Higher Education
- **DR. HARTMUT SCHWESINGER**, Frankfurt Rhein Main GmbH, International Marketing of the Region President and CEO

### 8 Arts, Innovation and Culture in the City

*Museums, Culture and Creativity as key attractiveness catalysts*

Moderator: **PEGGY HOLLINGER**, Paris bureau chief, Financial Times

Reporter: **HENRI LOYRETTE**, President-Director, Louvre Museum

- **REINHARD KRÄMER**, Culture Director, Nordrhein/Westfalen, Germany
- **JUAN IGNACIO VIDARTE**, General Director, Guggenheim Museum Bilbao, Spain

## SPECIAL SOUTH AMERICAN ROUNDTABLE ON INVESTMENTS

- **DR. ALESSANDRO TEIXEIRA**, Head of Apex Brasil and President of WAIPA
- **DR. MARIA BEATRIZ NOFAL**, President of ProsperAr and Director of WAIPA South America
- **ANDRÈS CULAGOVSKI**, Fiscal to the executive VP of Chile's Foreign Investment Committee
- **JULIO DUARTE VAN HUMBECK**, Commercial counsellor at the Embassy of Paraguay in France
- **CARLOS SERRANO**, General Director of Ecuador's Investment promotion Agency, Invest in Ecuador
- **LUIZ FERNANDO BARRETO**, Sub Secretary for strategic projects, office of the Mayor of Rio
- **ROBERTO VILLAMIL**, Executive Director of Uruguay's Investment and Export promotion Agency, Uruguay XXI
- **TATIANA MARIA OROZCO DE LA CRUZ**, Executive Director of Barranquilla's Investment promotion Agency, Probaranquilla, Colombia

## MORNING OPENING SESSION

- **PIERRE GUÉNANT**, Co-Chairman of Europe+, President of La Baule WIC, Chairman of the PGA Group
- **PATRICK GOUNELLE**, Co-Chairman of Europe+, Global Managing Partner EMEIA, Ernst & Young
- **JEAN-MARC AYRAULT**, Mayor of Nantes, France

## RECOMMENDATIONS TO EUROPE'S OFFICIALS

From the 8 working sessions, moderators will draw the top 5 conclusions and recommendations to create and encourage new sources of growth

Moderator: **PATRICIA SZARVAS**, CNBC Anchor

## INVESTING IN GLOBAL CITIES, AN OPPORTUNITY FOR EUROPE'S REBOUND

### From traditional to cutting-edge European cities

Co-moderators: **SHELLIE KARABELL**, Founder Sunshine Media & Communication and **PATRICIA SZARVAS**, CNBC Anchor

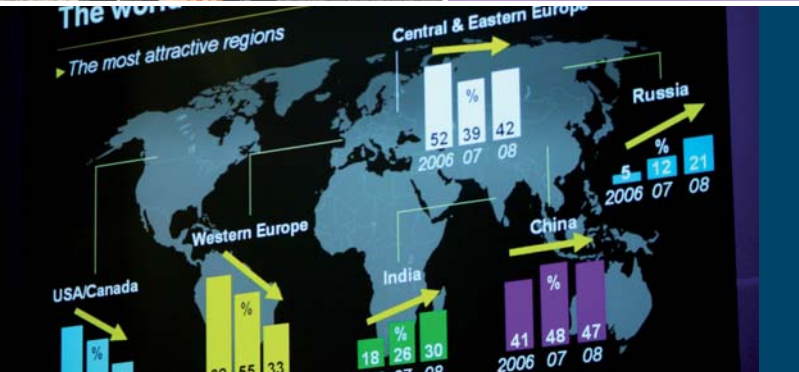
Keynote speaker: **PAUL BEVAN**, General Secretary of EUROCITIES

- **FERDINANDO BECCALLI-FALCO**, President and CEO, GE International
- **PIERRE DARTOUT**, Interministerial Delegate for Territorial Development and Competitiveness (DIACT, France)
- **SIR RICHARD LEESE**, Leader of Manchester City Council, United Kingdom
- **JEAN-PIERRE RAFFARIN**, Former Prime Minister of France and President of Honour of Europe+

## OFFICIAL CLOSING SESSION

Keynote Address: **JOSÉ MANUEL BARROSO**, President of the European Commission

## LUNCH BUFFET



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# **LA BAULE** JUNE 3-4-5 **2009**

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