



High-Level Conference

# REVIVING LONG-TERM GROWTH IN THE EUROPEAN UNION

The Role of Productivity-  
Enhancing Policies

4 JULY 2019

TownHall Europe,  
Square de Meeûs 5-6,  
1000 Brussels

European **Political  
Strategy** Centre

► PROGRAMME

# DRAFT PROGRAMME

09h00-09h05

Welcome and Introduction

**Ann Mettler**, Head, European Political Strategy Centre

09h05-10h00

## Global Productivity Slowdown...Here to Stay?

*The aim of the introductory session is to provide a diagnosis of the EU-specific and global causes of low productivity growth as well as an analysis of future trends.*

- **Dirk Pilat**, Deputy Director, Directorate for Science, Technology and Innovation, OECD
- **Adam Posen**, President, Peterson Institute for International Economics

**Moderator: Paweł Świeboda**, Deputy Head, European Political Strategy Centre

10h00-11h00

## Panel 1: Making the Most of Knowledge Creation and Diffusion

*This session will explore the nature of technological advancement as well as avenues for the absorption of technology in the economy. It will examine best performing models for closer collaboration between the research and business communities.*

- **Chiara Criscuolo**, Head, Productivity and Business Dynamics Division, OECD
- **Jo de Boeck**, Executive Vice-President and CSO, IMEC
- **Pia Sandvik**, Chair, RISE Research Institutes of Sweden
- **Debora Revoltella**, Director, Economics Department, European Investment Bank

**My Story: Artur Kupczunas**, co-founder, Saule Technologies  
TED-Talk style zooming into the experience of a business leader

**Discussant and Policy Takeaways: Roman Arjona Gracia**, Chief Economist and Head of Unit, Directorate-General for Research and Innovation, European Commission

**Moderator: Paweł Świeboda**, Deputy Head, European Political Strategy Centre

11h00-11h30

Coffee Break

11h30-12h30

## Panel 2: Reactivating Europe's Business Dynamic:

### Growth Finance and New Business Models

*This session will analyse current trends in business dynamism in Europe. It will examine factors that allow for the effective reallocation of resources towards more productive means, including access to growth finance, as well as non-financial, regulatory incentives that affect firms' market entry and exit.*

- **Iliyana Tsanova**, EFSI Deputy Managing Director, European Investment Bank
- **Eric Bartelsman**, General Director, Tinbergen Institute
- **Roxane Varza**, Director, Station F (*tbc*)
- **Reiner Braun**, Professor of Entrepreneurial Finance, Technische Universität München (*tbc*)

**My Story: Ane Aanesland**, CEO and Founder, ThrustMe  
TED-Talk style zooming into the experience of a business leader

**Discussant and Policy Takeaways: Mary Veronica Tovsak-Pleterski**,  
Director, Directorate-General for Economic and Financial Affairs, European Commission

**Moderator: Miguel Gil Tertre**, Head of Unit, Secretariat-General of the European  
Commission

12h30-13h30

Lunch Break

13h30-14h30

### **Panel 3: Harnessing Digitalisation in Support of Productivity**

*This session will explore the evidence that digital adoption leads to productivity gains at the firm level. It will analyse ways in which public policy can support digitalisation of firms and adoption of data-driven business models.*

- **Natasha Friis Saxberg**, Digital Advisor, Danish Academy of Technical Sciences
- **Torsten Zube**, Head, Innovation Center Network, SAP
- **Isabelle Kocher**, CEO, ENGIE (*tbc*)
- **Chantal de Vrieze**, CEO, Econocom Belux (*tbc*)

**My Story: Ekaterina Vladislavleva**, CEO & Chief Data Scientist DataStories  
TED-Talk style zooming into the experience of a business leader

**Discussant and Policy Takeaways: Eric Mamer**, Director, Directorate-General  
for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

**Moderator: Ann Mettler**, Head, European Political Strategy Centre

14h30-15h15

### **Boosting Productivity through EU Policies**

*The closing session will examine ways of stimulating productivity growth through EU policies. It will examine the experience of policy coordination in the European Semester as well as the establishment of Productivity Boards in the Member States.*

- **Peter Clinch**, Chairman, Irish National Competitiveness Council
- **Marcel Haag**, Director, Secretariat-General of the European Commission
- **Ann Mettler**, Head, European Political Strategy Centre

**Moderator: Paweł Świeboda**, Deputy Head, European Political Strategy Centre

