

About WIC 2010

Note: Information given below was published on <http://www.labaulewic.org>

WIC – The only European conference focused on technology, business, investments and policies to stimulate global economic growth

Hosted by the Europe+ Foundation and co-founded by PGA Group and Ernst & Young, the World Investment Conference (WIC) brings together global stakeholders in business, technology, investments and policies through an exclusive high-level platform.

Since 2003, more than 5,000 top leaders and influencers have participated in this unique conference to shape the future of international investment and the policies that surround economic growth. The event has won worldwide recognition.

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

Current economic growth opportunities and challenges had been addressed through panels, speeches and collaborative workshops dedicated to finding solutions.

WIC is an independent organization, funded by private and public entities and backed by the European Commission.

Speaking list of the first day:

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



Fig. 1: DI Dr. Bernhard Mayr (managing partner of EnviCare) and Stephan Kuhn (EMEIA Tax Leader at Ernst & Young)

Annual Theme

Europe's attractiveness in a changing world

The WIC has been organized around 3 main conferences dedicated to the larger theme of "European attractiveness in a changing world."

- 1. European attractiveness report 2010: How will Europe emerge from the crisis?**
 - Changing patterns of FDI: greenfield, expansion, offshoring, alliances, restructuring
 - Competition among countries, regions and cities : winners and losers in Europe and the world
 - Post-crisis opportunities: industries, countries, technologies
 - Focus on growth sectors (cleantechs, life sciences, BtoB and BtoC services, infrastructure, creative industries,...)

- 2. Europe's attractiveness model post-2010 : What is Europe's value added?**
 - Talent & Education
 - Finance & Services
 - Industry & Technology
 - Business Environment & Regulation
 - Infrastructure & Public Investment

- 3. Proposals for the future: Which actions will improve European attractiveness?**
 - Policy and reforms
 - Attractive cities and regions
 - Communication and marketing
 - Governance and Public-Private initiatives

Participants and speakers

The WIC 2010 is capping its guest list at 500 high-level speakers and participants. Here the participant companies of the third day are listed.

02/06 03/06 **04/06**

8.00 am > 12.45 pm INNOVATION AND TECHNOLOGY SHOWCASE

8:00 > 8:15 am Opening Keynote

8:15 > 8:55 am Innovation Clusters from Around the World

9:00 > 10:10 am Tomorrow's Growth Champions

10:10 > 10:25 am Networking Break

10:30 > 11:40 am Tomorrow's Growth Champions

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

	High-Tech	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	Iknot (www.iknot.com)	

Headlines on Europe's attractiveness – 2010

Investors still looking East

Yet, the engine of growth in the global economy is moving east, propelled by a combination of commodity production and the advent of a new Asian middle class. Emerging market multinationals are becoming global champions in many industries. In this world in transformation, new power brokers (sovereign wealth funds, private equity, hedge funds) have taken off, but the financial crisis is altering their trajectories.

According to our panels, China and India are better positioned than many other developing economies for a quick recovery towards double-digit growth. They have relatively small and insulated financial sectors, high savings and socially-concentrated wealth. Since becoming full and leading members of the G20, governments in both countries have responded with an array of measures. India's central bank has eased its key lending rate to increase market liquidity, while tightening monetary policy in other areas to prevent inflation. China, with its focus on economic growth, has announced several stimulus policies; the biggest by far being a

US \$586 billion package of investment in infrastructure, utilities and housing over the next two years.

Our survey respondents demonstrate faith in the effectiveness of these policies, with China scoring the second among all regions for its ability to address the crisis: 70% of respondents are confident the region has what it takes to overcome the difficulties. India ranks fourth, with 63% of our panel expressing confidence in the region.

The remaining BRICs - Russia and Brazil - fare less well in the eyes of potential investors. Russia's problems stem from an ongoing crisis in its financial markets, the aftermath of the war in Georgia and the plummeting price of its crude oil, which in March this year (2009) was down more than 70% from its July 2008 peak.

Green and High Tech Growth Needs Fuel

The transition to sustainable models requires a shift from a volume to a value economy: to 'make more with less'. Today, people have realized the importance of these challenges, and that the present economic crisis provides an opportunity to create this new green economy. Modern technologies, research and innovation will require colossal investment to rise to the environmental challenges. Some countries, such as China and the United States, whose stimulus plans put the environment at the heart of their investment – have understood this well. But financing and political will are crucial to this battle, and it is essential that Europe and other developed and even developing countries move strongly in this direction.

Public authorities everywhere increasingly realize that building on responses to today's major societal needs is essential to remain attractive and to create tomorrow's lead markets: solutions for a greener environment and energy efficiency, active safety in automotive, intelligent parking and road systems, and increased broadband access to the home and on the move.

The European innovation strategy should be built on four pillars: a robust education system, strong R&D, lead markets and manufacturing expertise. In addition, Europe should implement dedicated innovation-led measures to benefit from those unique foundations and shape its own future."

To fuel, some governments have "injected" cash in the eco-systems or used tax relief or similar mechanisms to prime the investment pump, for example to encourage light industry and households, to invest energy-efficient materials and systems.: these investments have a quick payback and create demand. Others have used or intend to use public borrowing, not to finance consumption, but to invest in goods and services that will benefit the next generation.