



Communicating investment at EU, national, regional and local level

July 1, 2016
Brussels, Belgium

Conference agenda

08:30 – 09:15	Registration and coffee
09:15 – 09:45	Welcome addresses and Q&A: Jyrki Katainen , Vice-President for Jobs, Growth, Investment and Competitiveness, European Commission Jiří Buriánek , Secretary General, European Committee of the Regions Matteo Maggiore , Communications Director, European Investment Bank
09:45 – 11:00	Communication case studies:
09:45 – 10:00	Case study from regional level: Invest in Extremadura , presented by Antonio Ruiz Romero , Secretary General for Economy and Trade from the Regional Government of Extremadura (Junta de Extremadura)
10:00 – 10:15	Case study from city level: Vienna Business Agency , presented by Sabine Ohler , Head of the International Department, Vienna Business Agency
10:15 – 10:30	Case study from a national commercial bank: CIBANK Bulgaria , presented by Dr Kiril Velitchkov , Head of EU Projects and Financial Institutions, CIBANK Bulgaria
10:30 – 10:45	Case study from an EFSI supported project: Participatiefonds Vlaanderen , presented by Michel Casselman , General Manager, PMV
10:45 – 11:00	Q&A on the case studies



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11:00 – 11:30

Coffee break

11:30 – 12:30

Panel debate: The view from Brussels: How can communication help with bridging the investment gap?

Panel members:

Aura Salla, Communication Adviser, Member of Cabinet of Jyrki Katainen, Vice-President for Jobs, Growth, Investment and Competitiveness, European Commission

Wolfgang Petzold, Deputy Director of Communication, European Committee of the Regions

Anthony Lockett, Deputy Head of Communication, Directorate General for Regional and Urban Policy of the European Commission

Iwona Mertin, Senior Policy Advisor, EUROCHAMBRES

Moderator:

Jacki Davis

12:30 – 13:00

Ideas Factory (in English only):

creating our agenda for the afternoon. The framing of this preparatory session by a professional host will lead participants to think about communication challenges and identify topics for small group discussions in the afternoon.

13:00 – 14:00

Buffet lunch

14:00 – 16:00

Ideas Factory: Challenges and solutions for investment communication:

facilitated group discussions on communication challenges.

16:00 – 16:30

Conclusions:

Marjut Santoni, Deputy Secretary General of the European Investment Bank

Jiří Buriánek, Secretary General, European Committee of the Regions

