



## High-level Conference: Communicating investment at EU, national, regional and local level

July 1, 2016  
Brussels, Belgium

### Event outline

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- What:** *A one-day event for sharing communication best practices and discussing about communication challenges related to investment in EU countries.*
- Why:** *To bring together communication experts active in investment promotion and communication from across EU countries for a day of brainstorming and to raise awareness about communication activities related to EU funds and the Investment Plan for Europe with the view to engage stakeholders.*
- For whom:** *Communication directors of **national, regional and local investment and business promotion agencies**;  
Communication directors of **chambers of commerce**;  
Communication directors of **national and regional promotional banks**;  
Communication leaders of **EU structural funds managing authorities**;  
Communication leaders from the **EU institutions and European Investment Bank**.*
- When:** **Friday, 1 July 2016**
- Where:** *European Committee of the Regions, 99-101, rue Belliard, 1000 Brussels*
- Organiser:** *European Commission*
- Co-hosts:** *European Committee of the Regions, European Investment Bank*
- Moderator:** **Jacki Davis**



## Conference agenda<sup>1</sup>

**08:30 – 09:15**

**Registration and coffee**

**09:15 – 10:00**

**Welcome addresses:**

***Markku Markkula***, President of the European Committee of the Regions

***Jyrki Katainen***, Vice-President for Jobs, Growth, Investment and Competitiveness, European Commission

***Werner Hoyer***, President of the European Investment Bank

**10:00 – 11:00**

**Communication case studies:**

**10:00 – 10:15**

**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)

**10:15 – 10:30**

**Case study from city level:**

***Vienna Business Agency***, presented by ***Sabine Ohler***, Head of the International Department, Vienna Business Agency

**10:30 – 10:45**

**Case study from a national promotional bank:**

***CIBANK Bulgaria***, presented by ***Dr Kiril Velitchkov***, Head of EU Projects and Financial Institutions, CIBANK Bulgaria

**10:45 – 11:00**

**Case study from an EFSI supported project:**

***Participatiefonds Vlaanderen***, presented by ***Ben Jehaes***, Spokesperson, ***PMV***

<sup>1</sup> Please note that the agenda is subject to change.



## Conference agenda

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:**

**Miguel Gil Tertre**, 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

**Lynn Nicholson**, Communication Director of **Invest Europe**

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 – 14:30

**Buffet lunch**

14:30 – 16:15

**Ideas Factory: Challenges and solutions for investment communication:** *facilitated group discussions on communication challenges.*

16:15 – 16:30

**Conclusions:**

**Jiří Buriánek**, Secretary General, European Committee of the Regions

**Mikel Landabaso**, Director for Strategy and Corporate Communication, European Commission

**Matteo Maggiore**, Communications Director, European Investment Bank