



British Embassy
Athens



Reaching our Potential: Competitiveness in the EU

Wednesday 27th January 2016
British Ambassador's Residence, Athens

Competitiveness and governance issues are at the core of important ongoing debates within the European Union. Currently, these topics are of particular significance to both the UK and Greece for a number of different reasons. This seminar will explore the concept of 'competitiveness' in the context of both countries, and the wider EU. Current challenges and opportunities will be highlighted and suggestions for going forward discussed.

- 09.00-09.30** Participants' arrival; coffee and refreshments
- 09.30-10.30** **Welcome & introduction: Setting the Scene: Sharing perspectives on EU Reform**
John Kittmer, British Ambassador
Takis Athanasopoulos, Chairman of the Board of Directors, Foundation for Economic and Industrial Research (IOBE)
Lindsay Appleby, Europe Director, Foreign and Commonwealth Office (FCO)
Panos Carvounis, Director, Representation of the European Commission
- 10.30-11.00** Coffee break
- 11.00-11.45** **Session 1: Competition, Innovation and Regulation in the EU towards 2020**
Panellists: **Theodore Fessas**, Chairman of the Board of Directors, Hellenic Federation of Enterprises, **Christos Gortsos**, Secretary General, Hellenic Bank Association, and **Socrates Lazaridis**, CEO, Athens Exchange Group
Moderator: **Nikos Vettas**, Director General, IOBE
Questions and Answers
- 11.45-12.30** **Session 2: Competitiveness challenges and opportunities facing key sectors**
Panellists: **Jeroen Commissaris**, President and Managing Director of AstraZeneca Greece, and **Allie Renison**, Head of Europe and Trade Policy, UK Institute of Directors
Moderator: **Antonis Papagiannidis**, Οικονομική Επιθεώρηση/Business File
Questions and answers
- 12.30-13.00** Coffee break
- 13.00-13.45** **Session 3: Reaching our Potential: How do we do it?**
Panellists: **Elias Papaioannou**, London Business School, and **Panos Tsakloglou**, Athens University of Economics and Business
Moderator: **Tasos Telloglou**, STAR TV and "KATHIMERINI" newspaper
Questions and answers
- 13.45-14.00** **Summing up/final remarks by the British Ambassador**
- 14.00-15.00** Buffet Lunch