

Advisory and Support Group CEO Event

9 November 2021

Dear CEOs and 

We warmly welcome you to the 10th edition of the BusinessEurope ASG CEO event. An event taking place while the European Union is at a crossroad for its economic future, which makes the cooperation between EU's leaders and its businesses more important than ever. The possibility to have this meeting in-person within the Berlaymont is truly exceptional in these still tough times. We therefore thank very warmly the European Commission and especially EVP Dombrovskis, the host of this event, and his cabinet for making this possible.

After a very challenging year in 2020, the EU economy is picking up strongly in 2021 with an expected growth of 4.4% this year. However, the path back towards a full recovery after the COVID-19 induced recession will be long and fraught with downside risks. Many companies are notably confronted with shortages and supply chain concerns.

Amidst current discussions over crucial legislative files, the EU institutions must therefore pay extra attention to the needs of businesses, whose competitiveness is the backbone of European prosperity.

The green and digital transitions are two major legislative priorities that will come with both a lot of opportunities and challenges for businesses. We must therefore get them right. On the European Green Deal, European businesses share the commitment to make Europe the first climate-neutral continent. At the same time, "how" to get there remains a critical question. In that regard, the ASG CEO event 2021 will provide ample opportunity to discuss the numerous aspects of the fit-for-55 package with key guest speakers. Regarding the digital agenda, many digital files are also currently on the spotlight: AI Act, Data Act, DSA/DMA package etc. For Europe to compete with world leaders in the digital technologies, these initiatives need to be carefully calibrated and be flanked by adequate levels of investments.

Furthermore, companies are looking closely into major EU initiatives, such as the sustainable finance agenda, with the new taxonomy, due diligence or sustainable corporate governance. On the international front, revamping the multilateral trading system and maintaining good relations with our major economic partners is of the essence if Europe wants to remain a leading global actor. Against the backdrop of the current energy price hikes, it is essential that short-term measures do not impact competitiveness or disrupt the Single Market. The recent developments show how sensitive our economies are to energy prices.

Together with you, we look forward discussing these crucial issues with our high-level speakers, who are eager to hear your views. For your convenience, this policy document provides you with a small overview of their profiles and contains BusinessEurope's key messages per speaker. We hope you will find a helpful basis for our exchanges.

BACKGROUND INFORMATION

PROFILE



- 2019 – present: **European Commission Executive Vice-President responsible for an Economy that Works for People and Trade**
- 2016 – 2019: **European Commission Vice-President for the Euro and Social Dialogue, also in charge of Financial Stability, Financial Services and Capital Markets Union**
- 2014 – 2016: **European Commission Vice-President for the Euro and Social Dialogue**
- 2009 – 2014: **Prime Minister of Latvia**

BACKGROUND INFORMATION

PROFILE



- 2019 – present: **Head of Cabinet of Executive Vice-President Frans Timmermans**
- 2012-2016 : **Leader of the Dutch Labour Party**
- 2003-2016: **Member of the Dutch House of Representatives**
- 2002-2003: **CEO of Echte Energy**

BACKGROUND INFORMATION

PROFILE



- 2019 – present: **European Commissioner for Energy**
- 2007-2016 and 2019: **Member of the Riigikogu (Estonian Parliament)**
- 2016-2019: **Minister of Economic Affairs and Infrastructure, Estonia**
- 2007-2016: **Member of the Riigikogu and Chairman of the Estonian Centre Party faction (as of 2009)**
- 2003-2007: **Secretary-General of the Estonian Centre Party**

BACKGROUND INFORMATION

PROFILE



- 2020-present: **European Commissioner for financial services, financial stability and Capital Markets Union**
- 2017-2020: **First Vice-President of the European Parliament**
- 2014-2017: **Vice-President of the European Parliament**
- 2014-2017: **Member of the European Parliament (member of the AGRI and ENVI Committees)**
- 2013-2014: **Vice-Chair, EPP Group, European Parliament**

BACKGROUND INFORMATION

PROFILE



- 2019 – present: **European Commissioner for Internal Market**
- 2008-2019 : **CEO of Atos**
- 2005-2007 : **Minister for Economy, Finance and Industry**
- 2002-2005 : **CEO of France Telecom**
- 1997-2002 : **CEO of Thomson Multimedia**

BUSINESSEUROPE



BusinessEurope is the leading advocate for growth and competitiveness at the European level, standing up for companies across the continent and campaigning on the issues that most influence their performance. A recognised social partner, we speak for all-sized enterprises in 35 European countries whose national business federations are our direct members.

Austria	Belgium	Bulgaria	Croatia	Cyprus	Czech Republic
Denmark	Denmark	Estonia	Finland	France	Germany
Germany	Greece	Hungary	Iceland	Iceland	Ireland
Italy	Latvia	Lithuania	Luxembourg	Malta	Montenegro
Norway	Poland	Portugal	Rep. of San Marino	Romania	Serbia
Slovak Republic	Slovenia	Spain	Sweden	Switzerland	Switzerland
The Netherlands	Turkey	Turkey	United Kingdom		



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