



European Financial Services  
Round Table



TRANS ATLANTIC  
BUSINESS DIALOGUE

## ***"The Future of Transatlantic Financial Market Policy"***

**Wednesday, October 17, 2012 – 15:00-18:00**

**ING - Rue du Trône 1 - 1000 Brussels**

With the on-going deliberations between U.S. and EU regulators and bearing in mind the establishment of the High Level Working Group, the financial services industry needs to define its objectives for a Transatlantic Financial Market Policy. This event aims to facilitate a discussion among all relevant stakeholders from industry, government and legislature to develop suggestions for EU-U.S. financial services issues that can be successfully tackled at a transatlantic level. Given that the efforts of the EU-U.S. High-Level Working Group are taking place against the backdrop of the fragile global economy, with this event EFR and TABD intend to encourage a debate about policy options to foster growth, investment and employment on both sides of the Atlantic.

**14:45 Conference registration**

**15:00 Welcome by TABD and EFR**

- Charlie Heeter, Managing Director, Global Public Policy, Deloitte & Co-Chair of TABD Joint Policy Committee
- Philippe Brahin, Head Governmental Affairs & Sustainability, Managing Director, Swiss Reinsurance & Chair of EFR Associates

**15:15-16:15 Panel 1: US-EU Financial Services Cooperation**

Moderator: Karel Lannoo, CEO, Centre for European Policy Studies

- Klaus Deutsch, Director, Deutsche Bank
- Alastair Evans, Head of Government Affairs, Lloyd's
- Susan Baker, Representative for Europe, U.S. Department of Treasury, U.S. Mission to the EU
- Martin Merlin, Head of Unit - Financial Services Policy, Relations with the Council, DG Markt

**16.15-16.30 Coffee Break**

**16:30-17:30 Panel 2: The Transatlantic Financial Market, Jobs and Growth**

Moderator: Paul Adamson, Editor-in-Chief, eSharp

- David Devlin, Partner, PricewaterhouseCoopers
- Pascal Kerneis, Managing Director, European Services Forum
- Peter Skinner, MEP (invited)
- Rupert Schlegelmilch, Director - Services and Investment, Intellectual Property and Public Procurement, DG Trade

**17:30-18:00 Concluding Remarks & Outlook**

- Charlie Heeter, Managing Director, Global Public Policy, Deloitte & Co-Chair of TABD Joint Policy Committee
- Philippe Brahin, Head Governmental Affairs & Sustainability, Managing Director, Swiss Reinsurance & Chair of EFR Associates & Chair of EFR Associates

**18:00 Reception**