

## EFPIA EU Trade Strategy Webinar 24 September 2020, 2-3 pm CEST Speakers briefing



### Introduction

On 16 June 2020, the European Commission launched a major review of the European Union's trade policy, including a public consultation seeking input from the European Parliament, Member States, stakeholders and civil society. The Commission's objective is to build a consensus around a fresh medium-term direction for EU Trade Policy, responding to a variety of new global challenges and considering lessons from the COVID-19 crisis. (The original deadline for the consultation of 15 September has been postponed to 15 November).

Against this backdrop, on 24 September, EFPIA's International Affairs team is organizing an EU Trade Strategy webinar. The event will bring together private and public sector as well as academia to discuss what the best way forward for EU Trade policy can be. Trade and health stakeholders around Europe and beyond will have the chance to hear, discuss and ask questions on the views of different stakeholders on the renewed EU Trade Strategy.

The webinar will focus in particular on following aspects of the Trade Strategy:

- Strategic resilience;
- Strengthening innovation and enhancing R&D capabilities for global competitiveness; Trade and economic recovery post-COVID.

### Agenda

14:00-14:05 Welcome & Introduction, [Art. 4.1 (b)] EFPIA [Art. 4.1 (b)]

Panellists:

14:05-14:10. [Art. 4.1 (b)], Sanofi  
 14:10-14:15 [Art. 4.1 (b)] Trade Strategy Unit, DG Trade, European Commission  
 14:15-14:20. [Art. 4.1 (b)], BusinessEurope  
 14:20-14:25. [Art. 4.1 (b)] University of St. Gallen  
 14:25-14:45. Q&A – facilitated by [Art. 4.1 (b)], EFPIA  
 14:45-14:55. Final remarks from guest speakers  
 14:55-15:00. Conclusion

### Preparation

- Rehearsal call using the technology on **21 September 2020, 13:30-14:00**
  - Beyond subject matter, pin down technology and set-up (laptop positioning and background mainly).
- Test call 30 minutes before the event starts.
- We will be using Zoom Pro as a platform.

### Format and delivery of speakers' presentations

- [Art. 4.1 (b)] will kick-off the event on the dot at 14:00 CEST
- In her opening, she will introduce each speaker (you will not have to do it by yourself)
- Each speaker will introduce his/her topic – please make sure not to exceed 3 minutes
  - No slides needed
- [Art. 4.1 (b)] as moderator will then start the interactive session. We will not immediately open the floor to questions from participants, but we will start with **previously agreed questions**.
  - While preparing your introductory speech, please consider to exclude some elements that you can then explain via the questions. **Please feel free to send us one/two questions** that [Art. 4.1 (b)] can ask you at the beginning of the Q&A, that complete your introductory speech. This will help us add dynamism to the introduction, simulating a "conversation."
- Q&A questions from the audience: we will be filtering questions coming from the audience, passing them to [Art. 4.1 (b)]
  - We will have some pre-prepared questions in case the audience is too shy
- Closing remarks speakers: 1 minute each. Please adhere, so all speakers will have the opportunity for a closing remark.

### Recommendations

- *Please attend the rehearsal and check-ins to check technology and set-up of desk/room*
- Use Chrome or Firefox browsers as these tend to be more reliable
- Use the same laptop for rehearsal as will be used for the webinar
- Ensure you are facing a window i.e. no background light on your computer
- Actual background should either be blank but clear (not grey/black) or a home office (e.g. book case)
- Ideally, remember to mute when you are not speaking
- Turn off other programmes that can slow down your computer or make noises (email, collaboration platforms, social networks, chat tools etc.)
- Mute other devices (phones, tablets etc.)
- Avoid touching anything around you when speaking (documents, laptop, clothes etc.)
- Keep interventions shorter than you would during 'offline' events
- If you want to add comment to a question someone else has answered simply raise hand or ask to come in at end
- The obvious: plug in laptop during webinar!