

# EUROPEAN FORUM FOR NEW IDEAS

SOPOT | 26-28 SEPTEMBER 2012

LEADER OR FOLLOWER? EUROPE IN THE MULTIPOLAR WORLD | BUSINESS PERSPECTIVE

## Programme

### EUROPE AND ITS FUNDAMENTAL DISCUSSIONS

New ideas for Europe and the European economy will be discussed during five plenary sessions, a dozen of discussion panels, special debates, lectures, counterpoints and associated events. Their topics will touch upon the most burning issues, such as the future of the EU, role of the government in the economy, limits to the welfare state, new financial governance, forecasted impact of inflation, multiculturalism, demographic problems, goals of a modern education system, energy challenges, women's influence on economic decision making and many others.

EFNI's Special Guest will be Turkey – a country that in the last years has impressed the world with the dynamics of its economic growth. A special plenary session, workshops as well as a formal dinner highlighted by an artistic program showcasing the country's culture will all be part of Turkish Day. The programme will also include a number of affiliated events, including: Lech Walesa Institute's Civic Academy, Intel Business Challenge Europe, a technology business plan competition for young entrepreneurs and Konkordia, the European cooperation forum of non-governmental organizations.

Residents of Sopot will have the opportunity to meet with guests of the Forum during open debates – „Bays of Dialogue”.

Ideas, solutions and conclusions voiced during EFNI will be presented in a form of Recommendations to the authorities of the European Union, governments of member states, institutions and the media.

### EFNI 2012 PROGRAMME GUIDE

#### Wednesday, 26 September 2012

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|---------------|---|
| 14.00 – 15.00 | Opening Ceremony  |
| 15.00 – 16.30 | Plenary session entitled "Europe's interests and responsibilities towards the world"<br>PARTNER: <b>ORANGE POLAND</b>   |
| 16.45         | Intel Business Challenge Europe   |
| 17.00 – 18.15 | Panel sessions <ul style="list-style-type: none"><li>• Panel session: Europe and China toward a win-win strategy</li><li>• PARTNER: <b>DELOITTE</b></li><li>• Panel session: E-economy – chance for Europe and Poland</li><li>• PARTNER: <b>KPMG</b></li><li>• Panel session: What does business expect from universities of the future?</li><li>• PARTNER: <b>TESCO POLAND</b></li><li>• Panel session: How demography is going to change the economic, political and social map of the world?</li></ul> |
| 17.30 – 18.45 | Premiere of the TV documentary about Zbigniew Brzezinski  |
| 20.30 – 23.00 | Opening Gala <ul style="list-style-type: none"><li>• Zbigniew Brzezinski's keynote speech entitled: "The Role of the West in the Complex Post-Hegemonic World"</li><li>• Leszek Możdżer's concert</li><li>• Gala Dinner</li></ul>   |

## Thursday, 27 September 2012

- 09.00 – 10.30 Plenary session entitled "The European Social Model. Something comes to an end, something else begins"  
PARTNER: **PKN ORLEN**
- 11.00 – 12.15 Panel sessions / Debate / Lecture
- Panel session: The era of innovation comes to its end?
  - PARTNER: **ENERGA**
- 10.45 – 12.30
- Panel session: European Union and its future scenarios
  - PARTNER: **EESC**
  - Debate: CSR=Greenwashing?
  - PARTNER: **WARSAW STOCK EXCHANGE**
  - Lecture: Paul H. Dembinski's lecture entitled: Do economists need to be resocialized?
- 12.45 – 14.15 Plenary session entitled "How much government can the economy afford? How much regulation can society withstand?"  
PARTNER: **PZU**
- 14.15 – 16.00 Lunch
- 16.00 – 17.30 Plenary session entitled "Quotas and parities for women make sense?"
- 18.00 – 19.15 Debate / Counterpoint / Panel session / Lecture
- Debate: What needs to be done to ensure that Poland becomes part of G20 within the next 20 years?
  - PARTNER: **CITI HANDLOWY**
  - Counterpoint: Is the West in danger of a revolution against its government system? Discussing this topic will be: Benjamin R. Barber and Michał Boni
  - Panel session: How will free access to knowledge change the world?
  - PARTNER: **INTEL**
  - Leszek Balcerowicz's lecture: What will happen with the euro?
- 20.15 – 22.00 Turkish Gala Dinner

## Friday, 28 September 2012

- 09.00 – 10.30 Plenary session entitled "Shared challenges facing Turkey and the European Union in a globalized world"
- 11.00 – 12.15 Panel session / Lecture / Debate / Counterpoint / Associated events
- Visionaries 2012: Announcement of DGP (one of the biggest Polish daily newspapers) ranking results and panel session
  - Debate: What changes does the world need? How to solve the problem of increasing social inequalities?
  - George Friedman's lecture: Chances of Europe in XXI century. Why will the EU not survive? (to be confirmed)
  - Counterpoint: Is UE killing Europe competitiveness? Discussing this topic will be: Jan Kulczyk and Jerzy Buzek
  - Career and Family (Workshops) – part 1 (Associated event)
  - Political Roundtable: EU – Turkey (Associated event)
  - Business Mixer: Doing Business with... Turkey (Associated event)
- 12.45 – 14.00 Panel sessions / Associated event
- Panel session: Will the EU survive without public broadcasters?
  - PARTNER: **TVP**
  - Panel session: Europe and the United States. The end of the Transatlantic leadership?
  - PARTNER: **WROCLAW GLOBAL FORUM**
  - Panel session: What new financial governance should be like?
  - PARTNER: **PROVIDENT**
  - Panel session: Start-up Europe
  - PARTNER: **GOOGLE POLSKA**
  - Career and Family (Workshops) – part 2 (Associated event)
- 14.00 – 16.00 Lunch
- 16.00 – 17.15 Panel sessions / Lecture / Debate
- Panel session: Europe's moral and economic dilemmas in light of the global climate challenge
  - PARTNER: **GREEN CROSS**
  - Benjamin R. Barber's lecture: Will city mayors rule the world?
  - Debate: What to buy and what to build in-house? What should Poland specialize in?
  - PARTNER: **POMERANIAN SPECIAL ECONOMIC ZONE**
  - Panel session: Is energy (r)evolution likely to save the world?
  - PARTNER: **PGNiG**
- 17.30 – 19:00 Tigers of Europe: Rzeczpospolita (one of the most prestigious Polish daily newspapers) and Lewiatan Award Giving Ceremony to the most dynamically growing European publically listed company and panel session
- 20.00 – 22.00 Summary session and Gala Dinner  
Bernard Henri- Lévy's keynote speech entitled "Building a New Europe"  
Gala Dinner  
PARTNER: **ILW**

## Discussion panel themes

### 1 | WHAT NEW FINANCIAL GOVERNANCE SHOULD BE LIKE?

Why speculative financial instruments should be curtailed?  
What benefits would it bring to the real economy?  
What role should governments play in the financial markets?  
Which of the instruments traded in Europe require European Union level intervention and which should be handled by member states?  
What should be the EU mechanisms for financial markets regulation? How to deal with rating agencies?  
Democratic state and corporations. How to build healthy relations?



**PANEL PARTNER**

Moderator: Witold Orłowski, Chief Economic Advisor, PwC Poland  
Confirmed panelists: Rym Ayadi, Paul H. Dembinski, Adrian Van Den Hoven

### 2 | THE ERA OF INNOVATION COMES TO ITS END?

Is Dr Atkinson right, claiming that after the wave of the 20th century innovations the coming decades will bring stagnation?  
Which areas of the economy are in urgent need for break-through science and technological solutions?  
Which branches of science will matter most for the economy?  
How to make science and technology the driving forces of economic growth?



**PANEL PARTNER**

Confirmed panelists: Benjamin Barber, Dirk Elvermann, Elżbieta Frąckowiak, Michał Kleiber, Ivo Šlaus

### 3 | E-ECONOMY – CHANCE FOR EUROPE AND POLAND

How to increase the role of IT and the Internet in modernizing European and Polish economies?  
Cloud computing economy – opportunities.  
Role of states in developing digital infrastructure and countering digital exclusion.



**PANEL PARTNER**

Moderator: Leszek Wroński, Partner, Head of Risk Advisory Services in Central-Eastern Europe, KPMG, Polska  
Confirmed panelists: Jorgen Bang-Jensen, Luc Soete, Grzegorz Wójcik

### 4 | WHAT DOES BUSINESS EXPECT FROM UNIVERSITIES OF THE FUTURE?

Existing models of cooperation between business and universities.  
What is the mission of a modern university and what changes are needed to meet economic and market challenges?  
How to improve the relationship between academia and business?  
What needs to be done to help the European universities climb to the top of the global ranking?



**PANEL PARTNER**

Confirmed panelists: Sandra O. Archibald, Attilio Celant, Katarzyna Chałasińska-Macukow, Leszek Czarnecki, Czesław Grzesiak, Arjun Gupta, Tadeusz Kulik

## 5 | HOW WILL FREE ACCESS TO KNOWLEDGE CHANGE THE WORLD?

How new technologies contribute to the education process?

To what extent could education be democratized?

Can technical interactions successfully replace face to face contacts?



**PANEL PARTNER**

Confirmed panelists: Martin Delius, Lech Mankiewicz, Christian Morales, Peter Russo, Claudia Zeisberger

## 6 | EUROPE AND CHINA TOWARD A WIN-WIN STRATEGY

China's 12th Five-Year Plan and Europe 2020. New opportunities for cooperation and synergies.

Key problems of European-Chinese partnership and cooperation.

Cultural barriers, stereotypes and clichés affecting business.

Five tips and hints for developing a win-win strategy.

Confirmed panelists: Krzysztof Domarecki, Ren Jun, Ivan K.B. Lee, Marcin Piróg, Paul Siu, Hou Wenbo

## 7 | EUROPE'S MORAL AND ECONOMIC DILEMMAS IN LIGHT OF THE GLOBAL CLIMATE CHALLENGE

European climate policy – short sighted or visionary?

European Union and the rest of the world. Are "green" competition and cohesive climate policy valid concepts?

How far can market deformation go to stimulate green growth? The context of the Rio+ Earth Summit deliberations.

Does the eco-economy have the capability to support innovation?



**PANEL PARTNER**

Moderator: Dominika Kulczyk-Lubomirska, Vice-president, GREEN CROSS POLAND, Poland,

and Michał Kobosko, Editor-in-Chief, WPROST

Confirmed panelists: Robert Costanza, Michał Gorbaczow, Lech Wałęsa

## 8 | START-UP EUROPE

How to speed up creation and growth of new companies?

Which ecosystem facilitates innovation and entrepreneurship?

How to effectively finance new ventures?

What is the future of employment and what skills will it require?



**PANEL PARTNER**

Moderator: Agata Waclawik-Wejman, Google, Polska

Confirmed panelists: Alec Ross

## 9 | EUROPEAN UNION AND ITS FUTURE SCENARIOS

What are the options beyond European integration? Are there alternative ways to ensure peace, democracy and prosperity in Europe?

Where are geographic, political and cultural frontiers of the European Union?

Would deeper European integration imply the twilight of sovereignty of national states?

Does the European Union have to be a monetary union?

What would be the impact of a "two-speed Europe"?

The European Union and Ukraine, Russia and Turkey.



**PANEL PARTNER**

Europejski Kwiat Długości i Spółczynn

Moderator: Sylvie Kaufmann, Executive Editor, Le Monde, Francja

Confirmed panelists: Nadia Arbatova, George Friedman, Bahadır Kalegasi, Henri Malosse, Adam D. Rotfeld

## **10 | WILL THE EU SURVIVE WITHOUT PUBLIC BROADCASTERS?**

Can European public opinion be developed without public broadcasters?

Public broadcasters can be independent and opinion forming – is it only a myth?

How to finance XXI century public broadcasters?

Why does business need independent media?

Confirmed panelists: Juliusz Braun, Grzegorz Hajdarowicz, Elaine Monaghan, Christine Ockrent, Janina Paradowska

## **11 | EUROPE AND THE UNITED STATES. THE END OF THE TRANSATLANTIC LEADERSHIP?**

Are Transatlantic values jeopardized in the post crisis world?

Transatlantic capitalism and Chinese state-controlled capitalism. Which model shall prevail?

The barrier-free Transatlantic market. Is this a viable future or utopia?

Is there a possibility for joint European- American coordination of financial sector regulations?

Moderator: Marcin Zaborowski, prezes, PISM, Polska

Confirmed panelists: Frederic Kempe, Andrzej Lubowski, Jürgen Thumann

## Counterpoints

Moderated "one-to-one" discussions between notable economic and science experts on fundamental issues relating to economy, politics and social aspects. Points of discussion:

### **MOVE FORWARD OR TIGHTEN THE BELT? HOW TO GET EUROPE OUT OF TROUBLE?**

Since the crisis erupted, austerity measures have swept through the European Union. However, members of the Community are now growing to believe that budget consolidation just through budget cuts is not enough. Economies have to be fixed and to achieve this growth stimulating initiatives are needed. Should further billions of euro be spent on saving indebted countries or should they be invested in the "markets of tomorrow", i.e. in Africa, taking an active part in the global race for access to natural resources?

### **IS THE WEST IN DANGER OF A REVOLUTION AGAINST ITS GOVERNMENT SYSTEM?**

The crisis gave birth to a new global social class – the precariats. Young, unemployed, forever interning without perspectives for the future and chances of a peaceful retirement guaranteed by the state. Openly called the lost generation, the precariats are becoming outraged and take to the streets of New York, Paris, London and Athens. Is a revolution looming over the countries deemed after World War II to be oases of prosperity? Is the West heading towards a major and sudden transformation resembling the one that took place in the XIX century during which a market economy was born?

## Debates

### **1 | WHAT NEEDS TO BE DONE TO ENSURE POLAND BECOMES PART OF G20 WITHIN THE NEXT 20 YEARS?**

Debate between representatives of the Polish government and business.

Being a member of G-20 does not give any real power but it does build prestige and strengthens relations with leaders of the most important countries of the world. Poland is not a member of this group despite being one of the key economies in the Central and Eastern Europe. How can it join this elite club? What changes are required in the Polish economy to make it more innovative? How should Poland shape its foreign policy to make our country climb in the economic rankings? What should be done to make use of its potential and make it one of the global decision makers?

### **2 | WHAT TO BUY AND WHAT TO BUILD IN-HOUSE? THE REAL PICTURE OF NEW TECHNOLOGY DEVELOPMENT IN POLAND.**

Debate between representatives of the Polish government and business leaders.

Differentiate or die. This brutal rule, so well described by Jack Trout, applies not only in marketing but also to the world of global economics. Countries which are not able to build unique solutions and products as well as gain a competitive advantage will be condemned to mere survival on the outskirts of the economic world. What can Poland use to differentiate itself in the ultracompetitive world? What solutions, products and industries can become Poland's trademark

### **3 | WHAT CHANGES DOES THE WORLD NEED? HOW TO SOLVE THE PROBLEM OF INCREASING SOCIAL INEQUALITIES?**

Debate between European business and representatives of the Outraged.

One percent of the richest people in the world possess nearly half of the world's wealth. At the same time, the impoverished half of the population possesses merely 1 percent of the wealth. The Gini Index has reached alarming levels in many countries – from the United States to China. For the first time in generations, a growing number of people all over the world no longer believe that their children will be able to grow up to enjoy a higher standard of living than they themselves. This year's WEF report lists excessive disproportions in income as one of the biggest threats to mankind in the coming decade. How to ensure that the divide between the rich and the poor does not lead to a global revolt? How can business contribute to reducing social inequalities?

### **4 | CSR = GREENWASHING?**

Debate between European NGOs and leaders of European business.

What is modern CSR? What is corporate social responsibility for a 21st century company and how do NGOs see it? Do they see it as just a marketing ploy to cover up destruction of the environment and disregard for public interest? Do they see that there is a growing group of enlightened entrepreneurs for whom it is "more than just business"?

## Lectures

World famous intellectuals, political scientists and economists will present to attendees of the European Forum for New Ideas their point of view on key issues facing Europe and the world.

### Benjamin Barber, President, Interdependence Movement/CivWorld



Benjamin R. Barber is a Distinguished Senior Fellow at Dēmos, president of the Interdependence Movement, and Walt Whitman Professor Emeritus at Rutgers University. Dr. Barber is the author of 17 books, including the classic *Strong Democracy*, the international best-seller *Jihad vs. McWorld* and most recently *Consumed*. Dr. Barber appears frequently in broadcast media and news publications worldwide, and he consults regularly with political and civic leaders in the U.S. and around the world. He writes and speaks on a wide variety of questions related to democracy and citizenship, including the arts, education, globalization, terrorism, and the new politics of the Middle East.

### Leszek Balcerowicz, Warsaw School of Economics, Poland



Leszek Balcerowicz is the architect of Poland's economic reforms initiated in 1989 – he designed and executed the radical stabilization and transformation of Polish economy since the fall of communism in Poland. He became Deputy Prime Minister of Poland and Minister of Finance in the first non-communist government in Poland after the Second World War. He retained his positions in the government until December 1991. In 2001-2007 he was the governor of the Central Bank of Poland. Leszek Balcerowicz has given many lectures and seminars world-wide. He was awarded doctorates from universities in Poland and abroad.

## Associated events

### **1 | INTEL BUSINESS CHALLENGE EUROPE**

The Intel Business Challenge Europe 2012 is part of Intel Global Challenge, worldwide Intel and UC Berkeley technology business plan competition for university students, graduates and young entrepreneurs organized since 2005. From among the sent projects the Jury will select the most innovative ideas for the use of new technologies with the greatest business potential. Eligible are projects from such areas as biotechnology, nanotechnology, software, mobile applications, electronics, robotics, energy and its production.

The winners of the Intel Business Challenge Europe 2012 will be granted a total of \$50 000. In addition, they will receive coaching by international business professionals and take part, together with winners of other regional Intel Business Challenge competitions, in the world finale, which will be held in November 2012 at the University of California at Berkeley. Intel Global Challenge winners will compete for cash prizes amounting to \$100 000 and will gain the ability to "sell" their ideas to investors in Silicon Valley.

PKPP Lewiatan has taken honorary patronage over the event.

### **2 | KONKORDIA**

Konkordia is a multiannual programme which aims at improving the quality of NGO activities through the development of cooperation between foundations and associations on the one hand and businesses, academic institutions and local governments on the other.

On 25-26 September 2012 in Sopot there will take place another in a series of Konkordia conferences entitled "Increasing the efficiency". Its aim is to increase the efficiency of participating organizations by supplying them with tested and innovative solutions and to create a space for cooperation between different sectors. The conference will discuss the key pillars of the efficiency of non-governmental organizations and issues related to team management, brand building and strategy development, among others. The conference will also bring together international organizations which successfully build their brands and cooperate with the business sector.

PKPP Lewiatan is a partner of Konkordia.

### **3 | LECH WALESIA INSTITUTE CIVIC ACADEMY**

The project is directed at young professionals from EU and Eastern Partnership countries. Participants will take part in sessions, panels, workshops and meetings with representatives of culture, business and politics.

## **Bays of dialogue**

**Open debates between EFNI guests and the residents of Sopot on subjects discussed at EFNI.**