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Conference



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LA BAULE
JUNE 4, 5 & 6
2008

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EUROPE+ FOUNDERS
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6TH WORLD INVESTMENT CONFERENCE IN LA BAULE

JUNE 4, 5 & 6, 2008

BRAINPOWER IN EUROPE:
THE DRIVER FOR GROWTH

POLAND	LATVIA	SPAIN	GERMANY
FRANCE	DENMARK	LUXEMBOURG	CZECH REPUBLIC
UNITED KINGDOM	BELGIUM	LITHUANIA	AUSTRIA
BULGARIA	SLOVENIA	PORTUGAL	ITALY
HUNGARY	ROMANIA	GREECE	CYPRUS
FINLAND	THE NETHERLANDS	ESTONIA	MALTA
	IRELAND		SLOVAKIA
			SWEDEN

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KEY FIGURES 2007

- 897 High-level delegates
- 39 Nationalities represented
- 423 Business leaders
- 46 European officials, national & regional political leaders
- 343 Experts from European IPAs and RDAs*
- 85 International media

* IPAs: Investment Promotion Agencies
RDAs: Regional Development Agencies

LA BAULE-WIC 2007 World Investment Conference



LA BAULE JUNE 4, 5 & 6 2008

4 INTERACTIVE EVENTS

JUNE 4, 5 & 6
ATLANTIA CONGRESS

ATTRACTING investment, talent and innovation to Europe—the core business of the World Investment Conference



JUNE 5
ATLANTIA CONGRESS

FOSTERING transatlantic cooperation for cleantech



JUNE 5
ATLANTIA CONGRESS

LINKING innovative, fast-growing companies in Europe and around the world



JUNE 5
ATLANTIA CONGRESS

ENHANCING Euromediterranean investment partnerships



A UNIQUE PLATFORM for executive players and top policy makers

WWW.LABAULEWIC.ORG

WEDNESDAY JUNE 4

7:30 P.M. WELCOME DINNER

THURSDAY JUNE 5

8:30 > 9:00 A.M.	OPENING SESSION	
9:00 > 10:30 A.M.	ATTRACTIVENESS ON THE MOVE ATTRACTIVENESS OF EUROPE Presentation of Ernst & Young's European Attractiveness Survey Debate and opinions – <i>Testimonies of global investors</i> FDI WITHIN EUROPE Presentation of Ernst & Young's European Investment Monitor 2007 (countries, regions, sectors) Debate and opinions – European experts and European policy makers	
10:30 > 11:00 A.M.	COFFEE BREAK/NETWORKING	10:30 A.M.
11:00 > 12:45 P.M.	ROUNDTABLE UNDERSTANDING THE BRAINPOWER VALUE CHAIN	
12:45 > 1:00 P.M.	OFFICIAL CLOSING OF THE MORNING SESSION EUROPEAN INITIATIVES FOR MAKING EUROPEAN TERRITORIES MORE ATTRACTIVE	
1:15 > 2:45 P.M.	THEMATIC NETWORKING LUNCHES Introduced by 3 keynote speakers 1- Mediterranean Union 2- Transatlantic cooperation 3- Networking knowledge clusters	2:45 P.M.
3:00 > 5:15 P.M.	PARALLEL SESSIONS CREATIVE WORKSHOPS BOOSTING FDI IN KEY SECTORS 1- Towards a sustainable European Healthcare model 2- Outstanding transportation 3- Services and innovation 4- Creative industries	6:00 P.M.
6:00 > 7:30 P.M.	TRANSATLANTIC GREEN PLATFORM OFFICIAL CLOSING SESSION	7:15 P.M.
7:30 > 8:30 P.M.	BEACH COCKTAIL	
9:00 P.M.	GALA DINNER	
11:00 P.M.	LOUNGE BAR – NETWORKING	



FRIDAY JUNE 6

7:30 > 8:30 A.M.	PARALLEL SESSIONS THEMATIC BREAKFASTS 1- Knowledge, a magnet for FDI 2- Networking Sustainable Development Clusters 3- Investing in talent 4- Public and private partnership for fuelling R&D in regions
8:45 > 9:30 A.M.	OFFICIAL OPENING ENHANCING THE TRANSATLANTIC INNOVATION PLATFORM
9:30 > 11:00 A.M.	CEO ROUNDTABLE BRAINPOWER IN EUROPE - THE DRIVER FOR GROWTH CEOs from strategic sectors – business models, to turn creativity into growth
11:00 > 11:55 A.M.	RECOMMENDATIONS TO EUROPE'S OFFICIALS
11:55 > 12:15 P.M.	GLOBAL PLAYERS/GLOBAL OUTLOOK
12:15 > 1:15 P.M.	EUROPEAN OFFICIALS' STATEMENTS DEALING WITH CREATIVITY FOR GROWTH
1:30 > 2:45 P.M.	LUNCH BEST INVESTMENTS AWARDS CEREMONY