



## **EFNI 2015**

### **Europe in the Face of Growing Inequality, Radicalism, and Geopolitical Threats**

#### **PROGRAMME**

| <b>WEDNESDAY, 30 SEPTEMBER 2015</b> |  |
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| 10:35–13:50                         | <b>The Train to Ideas</b><br><br>Transfer to Sopot and warm-up debate: <b>All inclusive or all exclusive: what kind of Europe do we want?</b>  |
| 16:00–16:10                         | <b>Welcome of EFNI 2015 Attendees by Henryka Bochniarz</b> , President, Polish Confederation Lewiatan, Vice President, BUSINESSEUROPE  |
| 16:10–18:00                         | <b>Company=Idea?</b><br>Partner: PKP SA<br>Panel discussion<br><br>Topics: <ul style="list-style-type: none"><li>• What does an enterprise produce: profits, products/services, or values?</li><li>• Value creation in business practice.</li><li>• How can the community surrounding the company be included in value creation and benefits sharing?</li></ul><br>Moderators:<br><b>Jerzy Hausner</b> , Member of the Monetary Policy Council, Poland<br><b>Mateusz Zmyślony</b> , Founder, Eskadra Group, Poland<br><br>Panellists:<br><b>Dorota Ilczuk</b> , fellow, SWPS (University of Social Sciences and Humanities), Poland<br>TBC<br><b>Jakub Karnowski</b> , president of the management board, PKP SA, Poland<br><b>Łukasz Paździor</b> , managing director at Mazda Motor Poland, Poland<br><b>Maria Wiśniewska</b> , Lecturer, University of Warsaw, Poland<br><b>Piotr Voelkel</b> , Founder, Vox Capital Group, Poland<br><b>Andrzej Zybertowicz</b> , advisor to the President of the Republic of Poland |
| 19:00–22:00                         | <b>EFNI Opening Gala</b><br>Partner: BANK PEKAO S.A.<br><br>Speeches:<br><b>Henryka Bochniarz</b> , President, Polish Confederation Lewiatan, Vice President, BUSINESSEUROPE, Poland<br><b>Jerzy Buzek</b> , Chair, EFNI Programme Council, Chair, Committee on Industry, Research and Energy, European Parliament – TBC<br><b>Jacek Karnowski</b> , Mayor of Sopot, Poland<br><b>Luigi Lovaglio</b> , President of the Management Board & CEO, Bank Pekao S.A., Poland<br><b>Emma Marcegaglia</b> , President, BUSINESSEUROPE<br><b>Lech Wałęsa</b> , former President of the Republic of Poland  |



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|             | <p>Opening keynote debate: <b>Europe and the World in the Face of Growing Inequality, Radicalism, and Geopolitical Threats.</b></p> <ul style="list-style-type: none"><li>• Are capitalism and inequality inevitably intertwined?</li><li>• Will broad income gaps prevent the European economy from 'bouncing back'?</li><li>• How is a just social order defined in times of economic crisis, globalization, and technological development?</li></ul> <p>Opening keynote debate: <b>Europe and the World in the Face of Growing Inequality, Radicalism, and Geopolitical Threats</b></p> <ul style="list-style-type: none"><li>• Are capitalism and inequality inevitably intertwined?</li><li>• Will broad income gaps prevent the European economy from 'bouncing back'?</li><li>• How is a just social order defined in times of economic crisis, globalization, and technological development?</li></ul> <p>Moderator:<br/><b>Piotr Kraśko</b>, Journalist &amp; TV Presenter, Telewizja Polska S.A., Poland</p> <p>Panellists:<br/><b>Salvatore Babones</b>, Professor of Sociology &amp; Social Policy, University of Sydney, USA/Australia<br/><b>Henryka Bochniarz</b>, President, Polish Confederation Lewiatan, Vice President, BUSINESSEUROPE, Poland<br/><b>Leszek Jażdżewski</b>, Editor-in-Chief, LIBERTÉ!, Poland<br/><b>Rainer Münz</b>, Head, Research and Knowledge Center, Erste Group, Austria<br/><b>Olivier Roy</b>, Professor, European University Institute, France<br/><b>Magdalena Środa</b>, Philosopher &amp; Professor of Ethics, University of Warsaw, Poland</p> |
| 22:00–00:00 | <b>Night Owl Discussions</b>  |

| <b>THURSDAY, 1 OCTOBER 2015</b> |   |
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| 8:00–9:30                       | <p><b>Energy for the Region. What does Energy Solidarity Mean in Central and Eastern Europe?</b></p> <p>Partners: UNION OF PRIVATE EMPLOYERS IN ENERGY, PGNiG<br/>Round table</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• What is the desired direction of regional cooperation development in Central and Eastern Europe?</li><li>• What are the expectations of the countries of the region as regards cooperation in the area of energy?</li><li>• What should be the role of Poland in the process of building regional cooperation in the area of energy?</li></ul> <p>Moderators:<br/><b>Grzegorz Górski</b>, President, Association of Private Employers of the Energy Industry -</p> |



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|            | <p>ZPPE, Poland<br/><b>Mariusz Zawisza</b>, Chief Executive Officer (CEO) PGNIG, Poland - TBC</p> <p>Special Guest:<br/><b>Maroš Šefčovič</b>, Vice President of the European Commission, European Commissioner for Energy Union</p> <p>Panellists:<br/><b>Peter Csiba</b>, CEO MVM Hungarian Electricity Ltd, Hungary<br/><b>Ivo Hlaváč</b>, Member of the Board of Directors CEZ Group, Czech Republic<br/><b>Jacek Piekacz</b>, Director for Regulations and External Relations at EDF Polska S.A.<br/><b>Boris Schucht</b>, Chief Executive Officer (CEO) of 50Hertz, Germany</p>  |
|            | <p><b>How Can a Modern Approach to the Extractive Industry Transform Contemporary Economies?</b><br/>Partner: POLISH ASSOCIATION OF EXTRACTIVE INDUSTRY EMPLOYERS<br/>Round table (by invitation only)</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• What is modern and rational raw materials management and how can it be built?</li><li>• What can be done to make the extractive industry the driving force of rather than an obstacle to sustainable economic growth of the EU and Poland?</li><li>• Is it true that new technologies are key to modern and effective extractive industry in Poland and the EU?</li></ul> <hr/> <p>Moderator:<br/><b>Andrzej Bobiński</b>, analyst, Polityka Insight, Poland</p> <p>Guests:<br/>Members of the current administration and representatives of the extractive industry</p> |
|            | <p><b>Cybersecurity: a Problem Across the Board? Strategies of EU Member States Towards the Challenges of Online Data Access</b><br/>Partner: DIGITAL TECHNOLOGY EMPLOYERS' ASSOCIATION<br/>Round table</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• Who is responsible for ensuring online security: the states or IT firms?</li><li>• How to eliminate the threats associated with expanding online data access options?</li><li>• How to ensure digital safety of the states, businesses, and citizens? The examples of Great Britain and Estonia.</li></ul> <p>Moderator:<br/><b>Piotr Marczuk</b>, Government Affairs Manager, Microsoft, Poland</p> <p>Panelists:<br/><b>Richard Bach</b>, Assistant Director Cyber Security, Department for Business Innovation and Skills, UK</p>                                    |
| 9:30–10.00 | NETWORKING BREAK   |



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| 10:00–11:30 | <p><b>End of Post-Cold War Illusions: Does Europe Need a New Order?</b><br/>Partner: PZU SA<br/>Plenary session</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• How should the West react to the geopolitical turmoil in different regions of the world?</li><li>• To what extent, and how, must the West reassess its current priorities, and is it possible to 're-order' the world?</li><li>• What institutional and political changes are needed to effectively adapt to the new reality?</li></ul> <p>Moderator:<br/><b>Andrzej Klesyk</b>, President of the Management Board, PZU SA, Poland</p> <p>Panellists:<br/><b>Judy Dempsey</b>, Nonresident Senior Associate, Carnegie Europe, UK<br/><b>Fiodor Lukyanow</b>, Editor-in-Chief, Russia in Global Affairs, Russia<br/><b>Norbert Röttgen</b>, Chairman, Foreign Affairs Committee, Bundestag, Germany<br/><b>Eugene Rumer</b>, Director, Carnegie Endowment for International Peace, USA</p> <p>Commentators:<br/><b>Maroš Šefčovič</b>, Vice President of the European Commission, European Commissioner for Energy Union</p>   |
| 11:30–12.00 | NETWORKING BREAK   |
| 12:00–13:30 | <p><b>What Turns Us On? Trends and Implications of Change in Media Consumption</b><br/>Partner: DISCOVERY NETWORKS CEEMEA<br/>Panel discussion</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• Where do the needs and interests of the audience come from? Who creates them and to what extent (family, school, television, the internet, politics)?</li><li>• New devices, social media, and prosumers: functions and indicators of the direction of change?</li><li>• What will media consumers find interesting in the future?</li></ul> <p>Moderator:<br/><b>Henry Foy</b>, correspondent, Financial Times, UK</p> <p>Panellists:<br/><b>Agnieszka Holland</b>, producer and director, Poland<br/><b>Katarzyna Kieli</b>, Discovery Networks CEEMEA, Poland<br/><b>Natalia Hatajska</b>, expert in marketing communication, Poland<br/><b>Robert Bednarski</b>, CEO for Central and Eastern Europe, Facebook, Poland - TBC<br/><b>Dominik Batorski</b>, sociologist, Poland – TBC<br/><b>Dominique Wolton</b>, director, CNRS, France</p> <hr/> <p><b>EU Digital Single Market: How Single, How Common, How Joint?</b><br/>Partner: ORANGE<br/>Panel discussion</p> |



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|             | <p>Topics:</p> <ul style="list-style-type: none"><li>• One single market, several Internets? How to combine the aspirations for a digital single market with the risk of regulatory fragmentation of the Internet?</li><li>• Markets, states, the capital, and the citizens: the dilemmas of democracy and globalization in the digital economy</li><li>• 'Measures' to match the infrastructure or infrastructure 'made to measure'? From the common objectives to the European Internet infrastructure</li></ul> <p>Moderator:<br/><b>Krzysztof Blusz</b>, President of the Board, demoseUROPA - Centre for European Strategy, Poland</p> <p>Panellists:<br/><b>Michał Boni</b>, Member, European Parliament<br/><b>Luciano Floridi</b>, Director of Research, Professor of Philosophy and Ethics of Information, Oxford Internet Institute, Italy<br/><b>Andrzej Halicki</b>, Minister of Administration and Digitization, Poland<br/><b>Cornelia Kutterer</b>, Director of Digital Policy for Europe, Middle East and Africa, Microsoft EMEA, Germany<br/><b>Maciej Witucki</b>, Chairman of the Supervisory Board, Orange Poland, Poland</p> |
|             | <p><b>The Economy in Times of Uncertainty</b><br/>Partner: CITI HANDLOWY<br/>Panel discussion and the Emerging Market Champions awards presentation ceremony</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• What are the consequences for global business of geopolitical uncertainties, threats of terrorism, growing social inequality?</li><li>• Did the 2008 financial and economic crisis inhibit the process of globalization of the economy?</li><li>• Global economy forecasts for the next 5 years</li></ul> <p>Moderator:<br/><b>Andrzej Olechowski</b>, President of the Supervisory Board, Citi Handlowy, Poland</p> <p><b>Peter Baudrexl</b>, CEO, Siemens, Germany<br/><b>Marynika Woroszyńska – Sapięha</b>, CEO, Sanofi, Polska<br/><b>Zdenek Turek</b>, Citi Cluster Head, Western Europe, Head, Citi Corporate Banking, EMEA, Czech Republic</p>  |
| 13:30–15:30 | LUNCH BREAK   |
| 13:45–15:15 | <p><b>How to Rescue Europe from the Rise of Radicalism and Inequalities? How Should the Media Participate in This Crusade?</b><br/>Partner: GAZETA WYBORCZA<br/>European Publicists' Forum</p> <p>Topics:<br/>Part I. <b>Radicals Are Gaining Power. How Can They Be Halted?</b></p> <ul style="list-style-type: none"><li>• Where does the power of the radicals in Europe come from?</li><li>• What can be done to prevent the citizens from being lured by populists and xenophobes?</li></ul>   |



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|             | <ul style="list-style-type: none"> <li>Do immigrants pose a major problem or are they a great chance for Europe?</li> </ul> <p>Moderator:<br/><b>Roman Imielski</b>, Managing Editor, Gazeta Wyborcza, Poland</p> <p>Participants:<br/><b>Caroline de Camaret</b>, journalist, France 24, Francja - TBC<br/><b>Luigi Ippolito</b>, Editor, Corriere della Sera, Italy<br/><b>Michael Knigge</b>, Journalist, Deutsche Welle, Germany<br/><b>Noelle Knox</b>, Technology Editor, politico.eu, USA<br/><b>Javier Moreno Barber</b>, Editor, El Pais, Spain<br/><b>Lubosz Palata</b>, Editor, Lidove Noviny, Czech Republic<br/><b>Nick Thorpe</b>, Journalist, BBC, UK<br/><b>Egle Samoskaite</b>, publicist, delfi.lt, Lithuania - TBC</p>  |
|             | <p><b>Mobility and Low Emission Transport - Trends and Solutions for Urban Development</b><br/>Partner: CITY OF SOPOT, THINKTANK<br/>Round table (by invitation only)</p> <p>Topics:</p> <ul style="list-style-type: none"> <li>What will the mobility of people be like in the future? What are the social trends and what does the technology offer?</li> <li>How do the EU policies in the environment, climate and industry sectors influence the mobility solutions in urban areas?</li> <li>What are the most popular and effective investments for cities?</li> </ul> <p>Moderator: <b>Janusz Reiter</b>, member of the strategic council at THINK TANK, Janusz Reiter, member of the Global Compact programme council in Poland, Poland's ambassador to Germany (1990-95) and to the USA (2005–7), Poland</p> <p>Panellists:<br/>TBC</p> <p>Invited Guests:<br/>City mayors and local government representatives</p> |
|             | <p><b>How to Revitalize the Eurozone?</b><br/>Lunch Debate</p> <p>Topics:</p> <ul style="list-style-type: none"> <li>Can the euro regain its former attractiveness?</li> <li>What has to happen and who can restore it?</li> <li>Can the monetary union exist without Greece?</li> </ul> <p>Moderator:<br/><b>Wawrzyniec Smoczyński</b>, Managing Director, Polityka Insight, Poland</p> <p>Invited Guests:<br/>experts, representatives of the European Parliament and of the central administration</p>  |
| 15:30–17:00 | <p><b>European Single Market - How to Put It Right and Make It Single Indeed?</b><br/>Partner: TOTALIZATOR SPORTOWY</p>  |



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|             | <p>Plenary session</p> <p>Topics:</p> <ul style="list-style-type: none"> <li>• What is needed to have the EU Single Market single indeed and in which areas its implementation is the most necessary?</li> <li>• How the TTIP might challenge the European economy?</li> <li>• How to enhance better cooperation between the business, administration and citizens in order to balance Europe's social economy model?</li> </ul> <p>Moderator:<br/><b>Małgorzata Bonikowska</b>, Managing Partner, THINKTANK Centre, Poland</p> <p>Introductory speech:<br/><b>Jerzy Buzek</b>, Chair, EFNI Programme Council, Chair, Committee on Industry, Research and Energy, European Parliament - TBC</p> <p>Panellists:<br/><b>Roland Freudenstein</b>, Deputy Director of Research, Wilfried Martens Centre for European Studies, Germany<br/><b>Dan Mullaney</b>, Assistant United States Trade Representative for Europe and the Middle East, USA - TBC<br/><b>Wojciech Szpil</b>, CEO, Totalizator Sportowy, Poland<br/><b>Pierre Buhler</b>, Ambassador of the Republic of France to the Republic of Poland</p> |
| 17:00–17:30 | NETWORKING BREAK  |
| 17:30–19:00 | <p><b>Big Data: The Driving Force Behind the Economy in the 21st Century?</b><br/>Partner: MCCANN WORLDGROUP / STARCOM MEDIAVEST GROUP<br/>Panel discussion</p> <p>Topics:</p> <ul style="list-style-type: none"> <li>• What is Big Data and what does it mean for everyone?</li> <li>• Is Big Data the future of business or a threat to privacy?</li> <li>• Is data analysis the job of the future? Sector development: a vision and the newest trends.</li> </ul> <p>Moderator:<br/><b>Wojciech Borowski</b>, CEO, McCann Worldgroup, Poland</p> <p>Introductory speech:<br/><b>Lutz Finger</b>, Director of Data Science, LinkedIn, USA</p> <p>Panellists:<br/><b>Lev Manovich</b>, Director, Software Studies Initiative, USA<br/><b>Piotr Piętka</b>, President of the Management Board &amp; CEO, Starcom MediaVest Group, Poland<br/><b>Adam Sawicki</b>, CEO, T-Mobile, Poland<br/><b>Magdalena Gaj</b>, President of the Office of Electronic Communications, Poland</p>  |
|             | <p><b>More Digital, Less Traditional Economy. How can Europe Avoid Becoming a 'Digital Colony'?</b><br/>Partner: INTEL<br/>Panel discussion</p> <p>Topics:</p>  |



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|            | <ul style="list-style-type: none"> <li>• Creators or consumers of digital standards? What solutions can give us a decisive voice in the new reality?</li> <li>• Digital Agenda, Europe 2020, and then what? How can we get ahead and actively create the reality around us?</li> <li>• Sharing economy, social marketplace, crowdfunding: the economic impact of the recent trends.</li> </ul> <p>Panelists:<br/><b>Gordon Graylish</b>, vice president and general manager of the Governments and World Ahead division, Intel Corporation, UK<br/><b>Andrzej Halicki</b>, minister of administration and digitization, Poland - TBC</p> <hr/> <p><b>Investments in Innovation – Who Is Taking the Risk and for Whom?</b><br/>Partner: NATIONAL CENTRE FOR RESEARCH AND DEVELOPMENT (NCBiR) / INDUSTRIAL DEVELOPMENT AGENCY (ARP)</p> <p>Panel discussion</p> <p>Topics:</p> <ul style="list-style-type: none"> <li>• How to invest in risky ventures?</li> <li>• Risk measures for private and public investors – different or identical, and why?</li> <li>• Preferential treatment for private investors – do they stimulate or spoil the market?</li> </ul> <p>Moderator:<br/><b>Aleksandra Karasińska</b>, Deputy Editor-in-Chief, Newsweek Poland</p> <p>Panelists:<br/><b>Marek Borzestowski</b>, Partner, GIZA Polish Ventures, Poland<br/><b>Leszek Grabarczyk</b>, Deputy Director, National Centre for Research and Development (NCBiR), Poland<br/><b>Aleksandra Magaczewska</b>, President of the Management Board, Industrial Development Agency (ARP), Poland<br/><b>Carlos Moedas</b>, European Commissioner for Research, Science and Innovation<br/><b>Henning Breuer</b>, professor of business and media psychology, University for Media, Communication and Management and Visiting Professor at the Graduate School of Global Information and Telecommunication Studies, Waseda University, Germany<br/><b>Yehoshua Gleitman</b>, Chairman of the Board of Directors of Capital Point Group, a general partner at Ascend Venture Capital, and a general partner at Platinum-Neuron Venture Fund (PNV), Israel</p> |
| 20:00–1:00 | <b>EFNI Networking Evening</b><br>Barbecue dinner, dance music  |
| 23:00–1:00 | <b>Night Owl Discussions</b>  |





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| 8:00–9:30   | <p><b>Inspirations</b><br/>Partner: POMERANIAN SPECIAL ECONOMIC ZONE (PSSE)<br/>Presentation of profiles and discussions with the invited entrepreneurs - authors of daring ideas and business success.</p> <p>Moderator:<br/><b>Teresa Kamińska</b>, President of the Management Board, Pomeranian Special Economic Zone, Poland<br/><b>Roman Młodkowski</b>, journalist, media manager and independent consultant, Poland</p> <p><b>Maciej Adamkiewicz</b>, Chairman of the Board, Adamed Group, Poland<br/><b>Marcin Beme</b>, Founder &amp; CEO, Audioteka, Poland<br/><b>Wojciech Kot</b>, founder, Delphia Yachts, Poland - TBC<br/><b>Mateusz Marmołowski</b>, founder, CTAdventure, Poland<br/><b>Marcin Ochnik</b>, founder and owner, Ochnik, Poland<br/><b>Solange Olszewska</b>, founder and co-owner, Solaris Bus &amp; Coach SA, Poland<br/><b>Christopher Pawiński</b>, CEO, Maspex Wadowice, Poland - TBC<br/><b>Adam Rozwadowski</b>, founder, owner, chairman of the board, Enel-Med SA, Poland<br/><b>Piotr Voelkel</b>, Founder, Vox Capital Group, Poland - TBC<br/><b>Kazimierz Wierzbicki</b>, Founder, Trefl SA, Poland</p> <p><b>The end of European solidarity? How can attitudes of national particularism be prevented in the EU?</b><br/>Partner: EMPLOYERS' ASSOCIATION TRANSPORT AND LOGISTICS POLAND<br/>Round table</p> <ul style="list-style-type: none"><li>• Reasons for the rising tide of particular national interests in the EU</li><li>• What solutions could be helpful with regard to national-interest based decisions of EU member states on the road transport market?</li><li>• The future of the Single Common Market</li></ul> <p>Moderator:<br/><b>Łukasz Lipiński</b>, Vice Director at Polityka Insight, Poland</p> <p>Introductory speech:<br/><b>Maciej Górski</b>, President of the Employers' Association <i>Transport and Logistics Poland</i>, Poland</p> <p>Participants:<br/>Industry representatives, experts, MEPs, politicians</p> |
| 10:00–11:30 | <p><b>New Business Models For New Times</b><br/>Partner: PKN ORLEN SA<br/>Plenary session</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• Only those who will risk going too far can possibly find out how far one can go (T.S. Eliot). How to uncover new growth models in times of uncertainty?</li></ul>  |



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|             | <ul style="list-style-type: none"><li>• From rivalry to cooperation: the dilemmas of competing innovators. Is there a clear-cut borderline in the world of innovations between the search for one's own niche and the recycling of concepts?</li><li>• New roles of communities. Is sustainable use of resources going to become a leading doctrine of the 21st century?</li></ul> <p>Moderator:<br/><b>Marek Tejchman</b>, Deputy Editor-in-Chief, DGP, Poland</p> <p>Panellists:<br/><b>Andrzej Czerwiński</b>, Minister of Treasury of the Republic of Poland, Poland – TBC<br/><b>Jacek Krawiec</b>, President &amp; CEO, PKN ORLEN SA, Poland<br/><b>Alexander Manu</b>, Strategic Innovation Advisor and Professor at the Rotman School of Management, University of Toronto, Canada<br/><b>Piotr Moncarz</b>, Consulting Professor at Stanford University, Academic Director of the <i>Poland's Top 500 Innovators</i> program, Poland<br/><b>Jeffrey Sachs</b>, Director, Earth Institute, USA<br/>Wendy Singer, Executive Director, Start-Up Nation Central, USA - TBC</p>  |
| 11:30–12:00 | NETWORKING BREAK   |
| 12:00–13:30 | <p><b>Panel Discussion: How Can Capitalism Be Fixed?</b></p> <p>Partner: SILVERMEDIA<br/>Plenary session</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• In which areas would business be apt to self-regulate; in which areas would society agree to limit itself?</li><li>• How can we restore the ethos of work and the social norms determining what is ethical?</li><li>• Would the introduction of a global progressive income tax effectively limit the concentration of income, halt inequalities, and facilitate the climb up the social ladder?</li></ul> <p>Moderator:<br/><b>Michał Broniatowski</b>, Editor-in-Chief, Forbes, Poland</p> <p>Panellists:<br/><b>Fernando Frutuoso de Melo</b>, Director General, Directorate-General for Development and Cooperation-EuropeAid, European Commission<br/><b>Ondřej Liška</b>, Country Director Czech Republic, Ashoka CEE, Czech Republic<br/><b>Maria Morris</b>, Executive Vice President Global Employee Benefits, MetLife Inc., USA<br/><b>Peter E. Ohser</b>, Executive Vice President, MoneyGram International Inc., USA<br/><b>Thomas Pogge</b>, Director, Global Justice Program, Yale University, Germany</p> |
| 13:30–15:30 | LUNCH BREAK  |
| 13:45–15:15 | <p><b>How To Rescue Europe From the Rise of Radicalism and Inequalities? How (if at all) Should the Media Participate in This Crusade?</b></p> <p>Partner: GAZETA WYBORCZA<br/>European Publicists' Forum</p> <p>Topics:</p>   |



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|             | <p>Part II . <b>Wealth For Everyone. What Can Be Done To Reduce Social Inequalities and Save Democracy?</b></p> <ul style="list-style-type: none"><li>• What is killing democracy?</li><li>• How has the most recent economic crisis changed the thinking about the free market?</li><li>• Is fairer redistribution of wealth a panacea for social discontent?</li></ul> <p>Moderator:<br/><b>Piotr Kraśko</b>, Journalist &amp; TV Presenter of Polish Television – Telewizja Polska S.A., Poland</p> <p>Participants:<br/><b>Caroline de Camaret</b>, journalist, France 24, Francja - TBC<br/><b>Luigi Ippolito</b>, Editor, Corriere della Sera, Italy<br/><b>Michael Knigge</b>, Journalist, Deutsche Welle, Germany<br/><b>Noelle Knox</b>, Technology Editor, politico.eu, USA<br/><b>Javier Moreno Barber</b>, Editor, El Pais, Spain<br/><b>Lubosz Palata</b>, Editor, Lidove Noviny, Czech Republic<br/><b>Nick Thorpe</b>, Journalist, BBC, UK<br/><b>Egle Samoskaite</b>, publicist, delfi.lt, Lithuania - TBC</p>  |
| 15:30–17:00 | <p><b>Digital Security in Strategic Sectors: How to protect crucial Infrastructure and Sensitive Data?</b></p> <p>Partner: MICROSOFT<br/>Panel discussion</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• How should those in charge of critical infrastructure respond to digital security threats? Should they cooperate, and if so, to what extent? Should they 'arm themselves', and if so, how?</li><li>• Which sectors are most vulnerable to cyber threats today? How can the system proposed under the NIS Directive eliminate these threats?</li><li>• The role of service providers in ensuring digital security of critical infrastructure: what steps should they take to generate sufficient trust towards their services?</li></ul> <p>Moderator:<br/><b>Izabela Albrycht</b>, Chairman, The Kosciuszko Institute, Poland - tbc</p> <p>Panellists</p> <p><b>Dejan Cvetkovic</b>, CEE National Technology Officer, Microsoft, Germany - TBC<br/><b>Zbigniew Jagiełło</b>, President of the Management Board of Bank PKO Bank Polski - TBC<br/><b>Monika Josi</b>, Managing Director, Safis Consulting AG, Poland - TBC<br/><b>Cornelia Kutterer</b>, Director of Digital Policy for Europe, Middle East and Africa, Microsoft EMEA, Germany - TBC<br/><b>Andrzej Tersa</b>, Chairman of the Board, Energa, Poland – TBC<br/><b>Maciej Witucki</b>, Chairman of the Supervisory Board, Orange Poland, Poland - TBC</p> |



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|             | <p><b>How Will Modern Technologies Influence the Health Care Systems?</b><br/>Partner: Silvermedia<br/>Panel discussion</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• Can we expect new organizational models of health care systems?</li><li>• Experiences of developed countries in the implementation of wireless medical solutions</li><li>• How will ICT affect public health, in particular care of elderly and dependent persons?</li></ul> <p>Moderator: <b>Krzysztof Jakubiak</b>, Editor-in-Chief, Puls Medycyny, Poland</p> <p>Panellists:<br/><b>Jaakko Aarnio</b>, DG CONNECT Health &amp; Well-being, European Commission</p> <p><b>Jarosław Bułka</b>, Deputy President of the Board, Silvermedia, Poland<br/><b>Karol Kozak</b>, Information Technology Director, Fraunhofer Institute, Germany<br/><b>Sławomir Neumann</b>, Deputy Minister for Health and Social Welfare, Poland<br/><b>Marzena Rudnicka</b>, President, Polish Institute of Silver Economy, Poland</p> |
|             | <p><b>Migration: The End of the Europe as We Know It or a New Chance for the Old Continent?</b><br/>Partner: ASPEN INSTITUTE<br/>Panel discussion</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• Numbers vs. sentiments: the economic, social, cultural costs and benefits of migration</li><li>• Border-fence as a migration policy: the viability and acceptability of 'fortress Europe'</li><li>• Turning threat into benefit: immigrants as a booster for the aging EU economy</li></ul> <p>Moderator:<br/><b>Caroline de Camaret</b>, journalist, France 24 - TBC</p> <p>Panelists – TBC</p> <ul style="list-style-type: none"><li>• <b>Elizabeth Collett</b>, Director, Migration Policy Institute Europe in Brussels - TBC</li><li>• <b>Edoardo Campanella</b>, economist, World Trade Organization, Italy - TBC</li><li>• <b>Fabrice Leggeri</b>, Frontex, Executive Director, France - TBC</li></ul>  |
| 17:00–17:30 | NETWORKING BREAK   |
| 17:30–19:00 | <p><b>Presentations by Knowledge Partners</b><br/>Partners: EFNI 2015 knowledge partners<br/>Panel discussion</p> <p>Presentations of research results, reports, analyzes prepared by:</p>   |



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|             | <p>Ashoka, Aspen Institute, Centre for International Studies (CSM), demosEuropa, The European Council on Foreign Relations (ECFR), Institute of Public Affairs (ISP), Res Publica Nowa, Think Tank, the UN Global Compact.</p> <p><b>Chances and Challenges of the Transatlantic Trade and Investment Partnership (TTIP)</b><br/>Partners: FEDERATION OF GERMAN INDUSTRIES (BDI), FRENCH EMPLOYERS FEDERATION (MEDEF), CONFEDERATION LEWIATAN<br/>Panel discussion</p> <p>Topics:</p> <ul style="list-style-type: none"><li>• Negotiating TTIP: what stage are we at?</li><li>• TTIP – to sign or not to sign? Chances resulting from the agreement and threats of not joining TTIP</li><li>• How can SMEs benefit from TTIP?</li></ul> <p>Moderator:<br/><b>Andrzej Lubowski</b>, Economist, Poland</p> <p>Panellists:<br/><b>Loïc Armand</b>, President, L'OREAL France, Vice President, French employers' federation MEDEF, France<br/><b>Markus Beyrer</b>, Director General, BUSINESSEUROPE</p> <p><b>Jacek Krawczyk</b>, Vice President, Confederation Lewiatan, Poland</p> <p><b>Stefan Mair</b>, Member of the Executive Board of Federations of German Industry (<i>BDI</i>), Germany</p>   |
| 20:00–22:00 | <p><b>EFNI Closing Gala</b> (prior registration required)</p> <ul style="list-style-type: none"><li>• EFNI conclusion (with participation of the Forum's Partners)</li><li>• Proclamation of the Sopot Declaration</li><li>• Speeches by special guests</li><li>• Official dinner</li><li>• Artistic performance</li></ul> <p><b>Markus Beyrer</b>, Director General, BUSINESSEUROPE<br/><b>Henryka Bochniarz</b>, President, Polish Confederation Lewiatan, Vice President, BUSINESSEUROPE, Poland<br/><b>Jerzy Buzek</b>, Chair, EFNI Programme Council, Chair, Committee on Industry, Research and Energy, European Parliament<br/><b>Łukasz Kalinowski</b>, CEO &amp; General Director, MetLife Poland, Poland<br/><b>Jacek Karnowski</b>, Mayor of Sopot, Poland<br/><b>Andrzej Klesyk</b>, President of the Management Board, PZU SA, Poland<br/><b>Jacek Krawiec</b>, President &amp; CEO, PKN ORLEN SA, Poland<br/><b>Wojciech Szpil</b>, CEO, Totalizator Sportowy, Poland</p> <p>Keynote speech: <b>Jeffrey Sachs</b>, Director, Earth Institute, Columbia University, USA</p> <p>Special Message to the participants EFNI will be given by:<br/><b>Elżbieta Bieńkowska</b>, European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs - <b>TBC</b><br/><b>Ewa Kopacz</b>, the Polish Prime Minister – <b>TBC</b></p> |



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| <b>Donald Tusk</b> , President, European Council |
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## ASSOCIATED EVENTS

### **Visionaries 2015**

Partner: Dziennika Gazeta Prawna

Friday, 2.10.2015, 17:30-19:00

Moderator:

**Marek Tejchman**, Deputy Editor-in-Chief, DGP, Poland

### **BALTIC INITIATIVE** (by invitation only)

#### **European Transport Corridors as a way to connect the Baltic Sea region with Europe and the rest of the world**

Partners:

Governor of Pomorskie Voivodeship, Polish Confederation Lewiatan, UN Secretary-General's Global Compact Initiative in Poland

Debate

Topics:

- How to make a better use of the potential behind European transport corridors?
- How the competitiveness of the Baltic Sea region can be raised taking into consideration the sustainable development rules with particular attention payed to the ecosystem and conservation of biodiversity?
- How to restore the inland waterways in Poland within creating a single European market for intelligent and innovative transport?

Moderators:

**Jerzy Kwieciński**, President of the Management Board of the European Centre for Entrepreneurship Foundation, former Deputy Minister for Regional Development, member of the Programme Council of the Global Compact Network Poland, Poland

**Janusz Reiter**, member of the Global Compact programme council in Poland, Poland's ambassador to Germany (1990-95) and to the USA (2005-7), Poland

Panellists:

Representatives of public administration, including ministers and province marshals

EU coordinators of the European transport corridors

Ambassadors of the Baltic States to Poland

Ambassadors of states interested in the development of transport corridors in the Baltic Sea region

Representatives of state agencies, organizations, and associations involved in the subject of transport corridors

Experts on transport and ecology

Representatives of companies introducing innovative and ecological technological solutions

Friday, 2.10.2015, 13:30-15:30

### **Bays of Dialogue**

Informal conversations with EFNI panellists, open to the residents and visitors of Sopot

Thursday, 1.10.2015, 15:30-16:30 and 17:30-18:30



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Friday, 2.10.2015, 15:30-16:30 and 17:30-18:30

**I PZU Run of New Ideas**

A sports event for EFNI attendees: a 5 km run in Park Północny (Northern Park), a 5 km Nordic Walk on the beach, running events for children and youth around Skwer Kuracyjny, meetings with athletes, charity events, and other attractions.

Saturday, 3.10.2015

25th August 2015/ The programme is subject to change