



Apprendre à oser®

HEC EUROPEAN EXECUTIVE CAMPUS

**Organized by
HEC Executive MBA
with the participation of HEC Europe Institute**

PROGRAM

**Tuesday 26th January 2010
to
Thursday 28th January 2010**

Tuesday 26 th January 2010		
<p>7:00-8:00 am</p> <p>8:30-12:30 am</p> <p>8:30 am</p> <p>9:01 am</p> <p>10:23 am</p>	<p>Meeting Gare du Nord</p> <p>Departure from Gare du Nord - train Thalys n°9317</p> <p>Arrival at Brussels Midi Station and transfer by bus to the Metropole Hotel</p>	<p><i>Only for EMBA St Petersburg and Week-end Nice participants</i> Breakfast – Metropole Hotel : Le Jardin Indien</p> <p><i>Introduction to the EU institutional framework Internal Market – Competition Law</i></p> <p>Alberto Alemanno, HEC Professor (Ambassador)</p>
<p>12:00-1:15 pm</p> <p>1:30-2:00 pm</p>	<p>Lunch</p> <p>Transfers by bus to Square</p>	
<p>2:15 – 2:30 pm</p>	<p style="text-align: center;">Silver Hall SQUARE</p> <p>Welcome address:</p> <p>Marina Kundu, Director Degree Programs Executive Education HEC-Paris</p> <p>Alberto Alemanno, HEC Professor</p> <p>Franck Debié, Affiliated HEC Professor</p> <p>Patricia Pellier, EMBA 95</p>	
<p>2:30 – 3:00 pm</p>	<p style="text-align: center;">DECISION MAKING IN EUROPE</p> <p><i>Introduction to Simulation Games</i></p> <p>Alberto Alemanno, HEC Professor</p> <p>Franck Debié, HEC Affiliated Professor</p>	
<p>3:00 – 4:00 pm</p>	<p><i>Decision-making in Europe and lobbying in Brussels</i></p> <p>Daniel Guegen, Clan Public Affairs and author of the acclaimed book “European Lobbying”</p>	
<p>4:00 – 4:30 pm</p>	<p>Break</p>	
<p>4:30-6:00pm</p>	<p><i>The EU after the Lisbon Treaty in a globalized world</i></p> <p>James Elles, Member, European Parliament</p> <p>Adrian Severin, Member, European Parliament</p>	
<p>6:00 – 6:30 pm</p>	<p>Transfers by bus to Metropole Hotel</p>	
<p>8:00 – 9:00 pm</p> <p>9:00 – 11:00 pm</p>	<p>On foot : Palais de la Bourse – Place de la Bourse - Brussels</p> <p>Cocktail</p> <p>Dinner (with seating plan)</p>	

Wednesday 27 January 2010	
7:00 – 8:00 am	Breakfast – Metropole Hotel : Le Jardin Indien

METROPOLE Hotel

	Egg Regulation and Animal Welfare	VAT
	Alberto Alemanno , HEC Professor Jacques Lovell , EU Public Affairs Consultant Audrey Bartouel , Consultant	Franck Debié , HEC Affiliated Professor Petr Blikovsky , Director DG Economic and Regional Affairs Council of the European Union René Leray , Professor at the Catholic University of Louvain
9:15– 9:45 am	Introduction to Simulation Games (Excelsior - Ambassador)	
10:00– 11:00 am	1 st round table (Excelsior)	National delegations 5 countries and 2 political parties (EPP/PES) (See floor plan)
11:15-1:00 pm	1 st round table continued	Workshop in delegations by political party (MEC Audit. 2 – Langevin)
1:00-2:15pm 2:15-2:30pm	Seated Lunch Group Photo in front of the Metropole Hotel	
2:45-3:45 pm	2 nd round table (Excelsior)	Plenary session President's statement (MEC Audit. 2)
3:45-4:15pm	Break	
4:15-6:45 pm	Simulation games outcome Wrap up – Round table “How to influence the decisions of European Institutions?” : All lecturers <i>Chairperson: Georg Brodach, Senior Vice President, ABB Europe</i> <i>Moderator : Patricia Pellier, EMBA 95</i> (Excelsior – Ambassador)	

7:30-8:00 pm	Transfers by bus to Concert Noble - Brussels
8:00 – 9:00 pm	Cocktail
9:00 -10:30 pm	Dinner
10:30 pm-1:00 am	Dance
11:00-1:00 am	Transfers by bus to Metropole Hotel

Thursday 28 th January 2010	
7:00 – 7:45 am	Breakfast – Hotel Metropole and check out
9:00 – 10:00 am	<p style="text-align: center;">HOTEL METROPOLE (Excelsior / Ambassador)</p> <p style="text-align: center;">EUROPE & THE BUSINESS WORLD</p> <p><i>EU Antitrust Law & Policy</i> Eric Barbier de la Serre, Partner, Latham Watkins</p>
10:00 – 11:00 am	<p><i>EU Merger Control</i> Antoine Winckler, Partner, Cleary Gottlieb</p>
11:00 – 12:00 pm	<p><i>European Funding Opportunities</i> Stéphane Joiris de Caussin, Senior Executive Partner (ETI)</p>
12:00– 1:00 pm	Lunch
1:00 – 1:30 pm	<p style="text-align: center;">Silver Hall SQUARE</p> <p style="text-align: center;">EUROPE'S NEXT CHALLENGES</p> <p><i>Transfers by bus to Square</i></p>
1:30 – 3:00 pm	<p><i>Public Health and Environment</i> Noëlle Lenoir, former French Minister for European Affairs, Chair of the HEC Europe Institute Philippe Brunet, Head of the Private Office of Androulla Vassiliou - Commissioner for Health, European Commission Michael Rogers, Former Adviser in President Barroso's Bureau of European Policy Advisers</p>
3:00– 3:15 pm	<i>Break</i>
3:15 – 4:15 pm	<p><i>Regulatory Impact Assessment in Europe and the Business World</i> Lorenzo Allio, Independent Consultant, former OECD Administrator in regulatory reform and Policy Analyst at EPC</p>
4:15-4:45 pm	<p><i>Wrap-up – Key learning points</i> Alberto Alemanno, HEC Professor Franck Debié, Affiliated HEC Professor Patricia Pellier, EMBA 95</p>
5:00 pm 6:13 or 6:37 pm 7:45 or 7:59 pm	<p><i>Transfers by bus from SQUARE to Brussels Midi Station</i> <i>Departure to Gare du Nord - train Thalys n°9350 et 9352</i> <i>Arrival at Gare du Nord</i></p>