



# Welcome to the latest edition of OnEurope

The last of 2010! It has been a busy year for the Forum Europe team, as we welcomed thousands of delegates from across the world to our events. It has been a pleasure to bring you a range of senior figures from the world of business, politics and academia and you can read more about our most recent events on pages 14-17.

Our events programme for 2011 features a number of existing key annual policy debates, plus some exciting new initiatives in the areas of electric vehicles and clean transport, sustainable chemicals and also gambling. You will find more details of these later in this newsletter and in the right hand column on this page.

Finally, we would like to extend a big thank you to all of our delegates, clients and sponsors in 2010, and we look forward to continuing our successful partnerships in 2011!

If you would like to discuss working with us please call +44 (0) 2920 783 022 or email [james.wilmott@forum-europe.com](mailto:james.wilmott@forum-europe.com).

Until next time, wishing you all a relaxing and happy festive period.

Dan Craft & James Wilmott, Managing Directors  
Forum Europe

## Exclusive offer for all OnEurope readers

Register for any event and save 10% on all conference admission fees, in addition to Early Bird discounts! Simply enter discount code OnEurope10 when registering online. For offline registrations or further information, please contact Laura McDouall by email or on +44 (0)2920 783 025.

## A quick glance events list for 2011

- The 2nd Annual Brussels Carbon & Storage Summit 2011
- The 9th Annual European Financial Services Conference
- The European Raw Materials Conference 2011
- The 5th Annual Nutrition & Lifestyle Conference
- Financing Tomorrow's EU Energy Policy
- The 6th Annual European Spectrum Management Conference
- The European Sustainable Chemicals Management Conference 2011
- The 3rd Annual Internet of Things Europe 2011
- The 6th Annual Brussels Climate Change Conference 2011
- The Consumer Rights Directive Forum 2011
- The Integrated Border Management Conference 2011

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## Goodbye to Belgium's EU Presidency

As 2010 draws to a close, so too does Belgium's Presidency of the EU. To find out more about the priorities of the Hungarian Presidency, taking over for 6 months from January 1st 2011, please visit <http://www.eutrio.hu/>.



## New to the Forum Europe team

We are delighted to introduce the newest full-time members of the Forum Europe team, **Lydia Holley** and **Charlene Selmer**. Lydia will support across our events programme, with a focus on telecoms and consumer sector events, while Charlene has responsibility for delegate registration management and administrative and logistical support. Between them, Lydia and Charlene have English, French, Spanish and German as their working languages.



## Over £8,000 donated to charity in 2010!

In addition to over £7,500 raised by directors Dan Craft & James Wilmott's 186-mile charity walk this summer, Forum Europe is also proud to give an additional €800, with a donation being made for each completed feedback form we have received. The money will be split between Ty Hafan, The Children's Hospice in Wales ([www.tyhafan.org](http://www.tyhafan.org)) and Fishguard & St David's Lifeboats.

## Women Inspiring Europe - 2011 Calendar launched

On 3rd December, Forum Europe were delighted to work with the European Institute of Gender Equality to launch their 'Women Inspiring Europe' Calendar, showcasing 12 of Europe's most remarkable women and their achievements and success stories.

To download your copy of the Women Inspiring Europe 2011 Calendar, please click here or turn to page 16 to see more from the launch.



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## The 2nd Annual Brussels Carbon Capture & Storage Summit 2011

Reaching demonstration and beyond - will the technology be ready for 2020?

January 26th 2011 . Sofitel Europe Brussels Hotel

Knowledge Partner: Supported by:



Media Partners:



Organised by:



## One of the first opportunities after climate negotiations in Cancun to discuss CCS...

Following the climate negotiations in Cancun which have, unlike the Copenhagen negotiations, provided hope for progress on global cooperation in the fight against climate change, the Brussels CCS Summit will offer one of the first opportunities in Europe to come together with other CCS stakeholders and policy-makers to discuss how Europe should respond.

### Topics to be explored include:

- ▶ Financing CCS - NER300 & the ETS
- ▶ EU & Member State policy tools – Striking the right balance
- ▶ Global CCS Development – The Current State of Play



### More Information

or contact James Wilmott on  
+44 (0) 2920 783 022  
james.wilmott@forum-europe.com

[www.ccsconference.eu](http://www.ccsconference.eu)

Register Here

## Confirmed speakers include:

- Phillip Lowe, Director General, DG Energy, European Commission
- Graeme Sweeney, Chairman, Zero Emissions Platform, Executive Vice-President, CO2, Shell
- Chris Davies, Member, European Parliament, ALDE co-ordinator, Committee on Environment, Public Health and Food Safety
- Adam Dawson, Chief Executive, Office of CCS, DECC
- Bob Pegler, Senior Vice President, Global CCS Institute
- Juho Liponnen, Head of CCS, International Energy Agency
- Jeff Chapman, Chief Executive, The Carbon Capture & Storage Association

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assonime KREAB & GAVIN ANDERSON Bank of America Merrill Lynch  
 WORLDWIDE

**9th Annual European Financial Services Conference**  
**Taking Stock of Reform: Fragmentation or Convergence?**  
 10th February 2011  
 BNP Paribas Fortis Auditorium, Brussels

Organised by: **Forum Europe**

## Confirmed speakers include:

- **Michel Barnier**, Commissioner for Internal Market & Services, European Commission
- **Lorenzo Bini Smaghi**, Member of the Executive Board, European Central Bank
- **Sharon Bowles MEP**, Chair of the Committee on Economic and Monetary Affairs, European Parliament
- **Willem Buiter**, Chief Economist, Citi
- **Jonathan Faull**, Director-General, DG MARKT, European Commission
- **Philippe de Buck**, Director General, BUSINESSEUROPE

## Key occasion for Financial Services community...

Hosted by Assonime, Kreab Gavin Anderson and Bank of America Merrill Lynch, the **9th Annual European Financial Services Conference** will take place on 10th February 2011 at the BNP Paribas Fortis Auditorium in Central Brussels, and will be opened by European Commissioner Michel Barnier.

The 9th Annual European Financial Services Conference - Taking Stock of Reform: Fragmentation or Convergence? - will focus on the reform of the financial services sector since the crisis of 2008, at both an EU and a global level.

### Topics to be explored include:

- ▶ Has Europe's financial sector now put its house in order?
- ▶ Assessing the EU's re-regulation effort
- ▶ Charting progress towards a new global rulebook.



### More Information

or contact Laura McDouall on  
 +44 (0) 2920 783 025  
[laura.mcdouall@forum-europe.com](mailto:laura.mcdouall@forum-europe.com)

[www.fsconference.eu](http://www.fsconference.eu)

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## The European Raw Materials Conference 2011

Responding to the global race for raw materials

March 1st 2011 . Brussels

Hosted by: KREAB & GAVIN ANDERSON  
WORLDWIDE

Nickel  
INSTITUTE

GOLD  
MINING  
INSTITUTE

Organised by: Forum  
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## Confirmed speakers include:

- Rufus Yerxa, Deputy Director-General, World Trade Organisation
- Ali Mchumo, Managing Director, Common Fund for Commodities
- Frank Hoffmeister, Deputy Head of Cabinet, Commissioner de Gucht, European Commission
- Gwenole Cozigou, Director, Chemicals, Metals, Forest-based & Textile Industries, DG ENTR, European Commission
- Mogens Peter Carl, Senior Advisor, Kreab Gavin Anderson and former Director-General DG Trade, European Commission
- Reinhard Bütikofer MEP  
Member, European Parliament
- Anthony Cox, Head of Economy and Environment Integration Division, OECD
- Daniel Caspary MEP,  
Member, European Parliament

## The inaugural European Raw Materials Conference

Timed to coincide with the release of the European Commission's communication on Raw Materials, this high-level conference will take place on 01st March. It will offer a forum for key stakeholders to set a road map for Europe's political and practical responses to the threats associated with the global race for raw materials.

### Topics to be explored include:

- ▶ Overcoming increasing pressures on the planet's key resources
- ▶ Balancing sustainability and access to key resources
- ▶ How to head-off the possibility of global "resource wars"
- ▶ With export restrictions from supply countries on the increase, will a rise in protectionism, driven by the global financial crisis and shortages in rare earths and other minerals, spark international confrontations?
- ▶ Have responses from international bodies such as the WTO been sufficient?
- ▶ Does Europe have viable alternative sources for raw materials and should foreign ownership of mining companies for instance be treated as a threat by Europe and its trading partners such as Canada?

### More Information

or contact Dan Craft on  
+44 (0)2920 783 021  
dan.craft@forum-europe.com

[www.rawmaterials-conference.eu](http://www.rawmaterials-conference.eu)

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## 5th Annual European Nutrition & Lifestyle Conference

Taking the next steps towards a healthier Europe

2nd & 3rd March 2011 . Le Chatelain All Suite Hotel

Organised by: **Forum**  
europe 

Knowledge partner: **grayling** 



## The next steps towards a healthier Europe

Now a significant fixture in the calendar for stakeholders and policymakers, the **Annual European Nutrition and Lifestyle Conference** again comes to Brussels, taking place during the Spring of 2011. This two day event will provide an essential platform for representatives from the food and beverage industry, European Commission, Parliament and Council, member states, academics and the media, to explore current issues including the evaluation and next steps for the EU Platform for Action on Diet, Physical Activity & Health, labelling, consumer choices, and the regulatory challenges ahead for an EU wide health strategy.

### Topics to be explored include:

- ▶ EU Obesity Strategy
- ▶ Reformulation and innovation
- ▶ Advertising and marketing to children
- ▶ Nutrient profiling
- ▶ Health Claims
- ▶ Revision of the PARNUTS directive
- ▶ Developments in front of pack food labelling
- ▶ The effectiveness of taxation as a tool to tackle obesity ...plus much more!

### More Information

or contact Amanda Strevens on  
+32 (0) 2 534 11 79  
amanda.strevens@forum-europe.com

[www.nutrition-lifestyle.eu](http://www.nutrition-lifestyle.eu)

[Register Here](#)

## Confirmed speakers include:

- Paola Testori Coggi, Director General, DG SANCO, European Commission
- Jo Leinen MEP, Chair of Committee on Environment, Health and Food Safety, European Parliament
- Mella Frewen, Director General, CIAA
- Salvatore Gabola, Chairman, Marketing and Communications, Union of European Beverages Association (UNESDA)
- Margherita Caroli, President, European Childhood Obesity Group (ECOG)
- Delphine Millot, Director, Grayling Political Strategy

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## Upcoming Conferences 2011

For more details about any of the events below, including how you can get involved, please click on the event banner or contact Laura McDouall on +44 (0)2920 783 025 / [laura.mcdouall@forum-europe.com](mailto:laura.mcdouall@forum-europe.com).

### Financing Tomorrow's EU Energy Policy

The 2nd annual conference on the greening of the European economy, energy policy and the role of the financial sector

14th April 2011 . La Bibliothèque Solvay . Brussels



Hosted by:  
**FLEISHMAN  
HILLARD**

Organised by:  
**Forum  
europe**

### Developing the European energy infrastructure of the future

Hosted by Fleishman Hillard, in partnership with Forum Europe, 'Financing Tomorrow's EU Energy Policy' is the second in a series of high-level annual conferences, focussing on the greening of the European economy, energy policy and the role of the financial sector. More information available soon!

[www.climate-action.eu](http://www.climate-action.eu)

### The 6th Annual European Spectrum Management Conference

Where the European and worldwide spectrum communities meet!

14th - 16th June 2011

The Management Centre Europe . Brussels



Organised by **Forum  
europe**

Knowledge Partners **analysys  
mason**

### The global spectrum management meeting point

Now in its 6th year, the European Spectrum Management Conference has an established reputation as the major European meeting point of the year for stakeholders in the field of spectrum management, bringing together more than 250 participants on an annual basis. To stay updated as more details are confirmed, please visit:

[www.spectrummanagement.eu](http://www.spectrummanagement.eu)

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## The European Electric Vehicles Conference 2011

Will Electric Vehicles become a reality in Europe?

26th May 2011 . Central Brussels



### Will electric vehicles become a reality in Europe?

Hosted by Forum Europe, the European Electric Vehicles Conference will take place on the 26th May 2011 in Brussels. The conference will focus on the key policy and business steps required to deploy electric vehicles on a commercial scale and will be of interest to stakeholders in the energy, transport and environment sectors.

[www.e-vehicles2011.eu](http://www.e-vehicles2011.eu)

## The European Sustainable Chemicals Management Conference 2011

### Finding the Regulatory Balance

31 May & 1 June 2011

Le Chatelain All Suite Hotel, Brussels

Organised by:  
Forum Europe



### Addressing key aspects of chemical policy

Timed to take place after the first registration deadline for phase-in substances, this high-level conference aims to present a critique of current European legislation, and to explore how it can be improved to provide a high level of public and environmental protection, without stunting the growth of the European Chemicals Industry. Discussions will look in particular at REACH and CLP, providing an analysis of how the registration system has functioned to date and how it could be improved, and will look at various current research being undertaken in a variety of areas of concern. Registration will be opening shortly!

[www.chemical-policy.eu](http://www.chemical-policy.eu)

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**The 3rd Annual Internet of Things Europe 2011**  
 Central Brussels **More information available shortly...**

Knowledge Partners:

Organised by:

## Developing a regulatory framework for the communications revolution

For the third year, Forum Europe, with the support of the European Commission, will be organising Europe's premier conference focussing on the Internet of Things and machine-to-machine communications. More information about this event will be available very shortly. To find out more in the meantime, including details of you can become involved, please contact Amanda Strevens on +32 (0)495 748 344 / [amanda.strevens@forum-europe.com](mailto:amanda.strevens@forum-europe.com), or visit our website for updates:

[www.forum-europe.com](http://www.forum-europe.com)

**The 6th Annual Brussels Climate Change Conference 2011**  
 Climate change and cities: How the EU can assist local and urban governments in their efforts to address climate change

23rd & 24th February 2011 . Committee of Regions Building . Brussels

Supported by:

Organised by:

A conference organised by: CENTRE FOR EUROPEAN POLICY STUDIES

## A major 2-day conference on "Climate change and cities"

In the context of climate change and energy research, CEPS in cooperation with the Covenant of Mayors Secretariat, the Committee of the Regions and Véolia Environment is holding a major 2-day conference on "Climate change and cities: How the EU can assist local and urban governments in their efforts to address climate change". More information will be available very shortly via the website below, and to find out more in the meantime, please contact James Wilmott on +44 (0)2920 783 022 / [james.wilmott@forum-europe.com](mailto:james.wilmott@forum-europe.com), or visit our website for updates:

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## Coming soon...

### The Consumer Rights and Contract Law Forum 2011

Following on from the success of the 2nd Consumer Rights Directive Forum, that took place in June 2010, Forum Europe is now in the process of organising the third in this series of events, to take place again in the first half of 2011. Further details will be available soon!

### The Integrated Border Management Conference 2011

The Integrated Border Management Conference 2011 will once again bring together the key policy-makers, governmental agencies, industry players and other stakeholders, to debate the policy and practical issues relating to the management of Europe's borders. More information coming soon!

Forum Europe are also planning events for 2011 focusing on **gambling and mobile roaming charges**. If you are interested in finding out more about any events listed here, or if you would like to talk about working with us, either on an existing event or to propose a new event focussing on issues that you would like to see put in the EU spotlight, please contact **Laura McDouall** on +44 (0)2920 783 025 / [laura.mcdouall@forum-europe.com](mailto:laura.mcdouall@forum-europe.com).

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## Insight Article



# Digital Agenda for Europe: the green light for fibre?

By **Matt Yardley**, Partner, Analysys Mason

November 2010

The EC's Digital Agenda for Europe (DAE) targets are certainly ambitious – a feeling that was echoed at the 3rd Annual Next Generation Telecommunications Conference 'Delivering an EU Broadband Strategy' in mid-October 2010:

- 100% Internet coverage ('basic broadband') by 2013
- 100% coverage at speeds of at least 30Mbit/s ('fast' broadband) by 2020

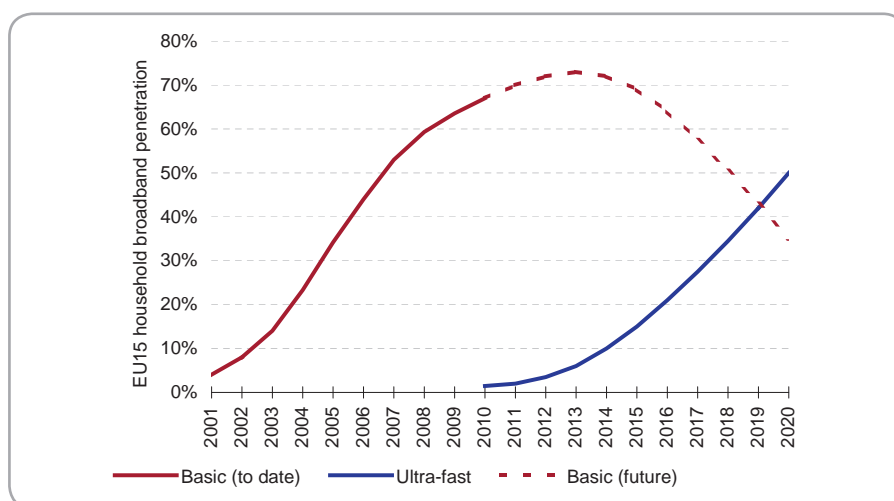
- 50% household take-up of at least 100Mbit/s ('ultra-fast' broadband) by 2020.

But how achievable are they? Let's take the last one first. This target relates to take-up rather than coverage. On the face of it, it looks feasible for the ultra-fast adoption curve to hit 50% by 2020 (see the blue line on Figure 1), given historical growth in basic broadband penetration.

One could argue that an educated market would adopt higher-speed services faster than it took up basic broadband. However, experience from around the world suggests that rapid adoption of ultra-fast services in the first years following launch is not typical: some customers do see the value in upgrading rapidly, but they are in the minority.

It is the supply side that is more likely to pose a bigger problem. There will be a need for quite extensive availability of ultra-fast services if Europe is to stay on track in the next critical two to three years to hit the 50% target. In reality, it is questionable whether the necessary availability will be there. Furthermore, operators and governments can be expected to debate what 100Mbit/s (and indeed 30Mbit/s) actually means in terms of quality of experience for the customer. Different interpretations could result in very different implementations; no doubt this will require further commentary from the EC to guide effective implementation

Figure 1: Basic and ultra-fast broadband adoption, EU15, 2001–2020 [Source: Analysys Mason, 2010]



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## Insight Article continued...



One implication of the targeted level of ultra-fast adoption is a decline in basic broadband penetration (see the red dotted line on Figure 1). This raises a very interesting question: could this shift be effected purely through consumer choice, or will operators need to force customers to migrate to ultra-fast services? There are commercial, operational and regulatory issues involved in such a migration, culminating in the hugely significant milestone of 'copper switch-off'.

The second DAE target – universal availability of 30Mbit/s services by 2020 – is interesting, as it effectively says that exchange-based DSL is inadequate. It also raises important questions about spectrum availability. Analysys Mason's latest report for the Broadband Stakeholder Group, on the costs and capabilities of wireless and satellite, looks in detail at this issue for the UK. In order to deliver 30Mbit/s broadband, we concluded that very significant policy changes will be required if wireless and satellite are to form part of the solution. Truly universal 30Mbit/s coverage will be a major challenge to implement in practice.

Both universality targets will require governments and public authorities to take action. In particular, 100% Internet coverage by 2013 requires action now, given typical procurement timescales. Analysys Mason has already helped clients successfully meet universal broadband policy objectives; for example in Ireland, with the National Broadband Scheme. Such solutions are likely to require a combination of both fixed and wireless access networks.

We also see the DAE as the key justification for public organisations to intervene in fast and ultra-fast broadband in the future. It is the first time that the EC has communicated such clear broadband targets (notwithstanding the quality-of-experience issue), and this will undoubtedly have a major impact on telecoms markets in countries across Europe. Furthermore, although the technology debate will rage for many years, many will see the DAE as a strong signal that fibre will play the central role if the EC's ambitious targets are to be realised in practice.



**Mike Yardley**

**Partner**

**Analysys Mason**

Matt Yardley is a Partner at Analysys Mason. He joined Analysys Mason in 1997 and specialises in fixed networks. Matt is also experienced in business planning and due diligence work, having advised operators, private-equity firms and global investment banks on broadband, cable TV and wireless businesses. He has advised a range of clients, including operators, regulators and governments, on broadband and next-generation access (NGA) networks, including topics such as fibre-to-the-cabinet (FTTC) and fibre-to-the-home (FTTH) deployments, and sub-loop unbundling. He also works with organisations seeking to distribute rich media content over fixed networks, helping them understand the economic and technical issues involved.

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## Conference Round Up 2010

Exclusive conference reports, presentations & pictures from some of our most recent events.

### The 3rd Annual Next Generation Telecommunications Conference

Delivering an EU Broadband strategy

Knowledge Partner:



Organised by Forum Europe with the support of Analysys Mason, this year's European NGT Conference explored the current state of play with regards the role out of Next Generation Networks and the promotion and deployment of broadband on a competitive basis across Europe. Set within the context of the global economic crisis, the conference addressed both the policy and commercial dimensions impacting such a competitive roll-out, which was discussed by the 120 participants. Do not worry however if you missed this event as full conference proceedings, including all presentations and audio-recordings made at the event, are available to purchase for €195. For more information please contact **Amanda Strevens** on [amanda.strevens@forum-europe.com](mailto:amanda.strevens@forum-europe.com) or call +32 2 534 11 79.

Event Photos

Read more

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## Conference Round Up 2010

### The European Data Protection and Privacy Conference

Creating a Modern and Harmonized Regulatory Framework

30th November, Brussels

Platinum Sponsors:

**Microsoft**

**Symantec**

**PIA**

**intel**

Gold Sponsors:

**BSA**  
BUSINESS SOFTWARE ALLIANCE

**sas** | THE POWER TO KNOW



Timed to coincide with the review of the existing data protection directive, this high level event brought together over 300 of Europe's leading data protection and privacy experts, policymakers and other stakeholders for a full and interactive discussion on how to create a modern and harmonised regulatory framework.

[Read more](#)

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## Conference Round Up 2010

### The 2nd Annual European E-Commerce Conference

E-Commerce: A key driver to achieving a digital single market in Europe

30th November, Brussels

Hosted By':



Sponsored by':



Hosted by The European Digital Media Association (EDiMA) and The European E-Commerce and Mail Order Trade Association (EMOTA), the event saw more than 200 delegates gather for an interactive debate on the policy and business dimensions impacting upon e-commerce.

[Event Photos](#)

[Read more](#)

[Conference Report](#)

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## Conference Round Up 2010

### Joint Meeting of the Networking Task Force and the Journalists' Task Force on development of EIGE's Resource Pool

Incorporating the launch of the "Women Inspiring Europe" calendar

3rd December, Brussels



Organised by Forum Europe, this event brought together the European Institute for Gender Equality (EIGE) Journalists' & Networking Task Force and saw the launch of the 2011 "Women Inspiring Europe" calendar - a showcase of 12 of Europe's most remarkable women and their achievements and success stories.

[Read more about EIGE](#)

[Press Release](#)

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