

CONFERENCE REPORT

Committee: Economic Development

Subject: Business in Europe

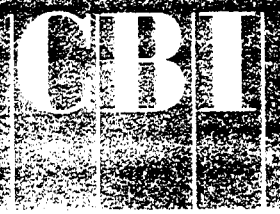
Conference Organiser: CBI Conferences

Venue/Date(s): London 5 June 1996
Bristol 7 June 1996
Edinburgh 11 June 1996
Birmingham 12 June 1996
Leeds 14 June 1996

Recommendation: That two members and one opposition member be authorised to attend the Conference in Edinburgh on 11 June 1996

invitation

BUSINESS IN EUROPE





The Rt Hon Sir Leon Brittan QC, Vice President of the European Commission

Now is the time for the voice of business to make itself heard. Businessmen are uniquely placed to see the long-term economic interests of this country, and look beyond the shrill exchanges that dominate the media and all too frequently prevail in the political arena. If business makes clear that our future depends on adopting the right policies and the right tone in our approach to Europe that will have a huge influence on the course of events and the future of our country. I very much welcome the CBI's Business in Europe initiative.

The Business in Europe campaign

The Business in Europe campaign is a unique initiative to help companies voice their concerns on the future shape of Europe. From the business perspective, increasing the competitiveness of Europe must be the overriding aim of all European policy.

With the Inter-Governmental Conference under way - and set to continue until mid 1997 - it is vital that companies make sure that competitiveness remains high on the IGC agenda. The Business in Europe campaign is designed to stimulate a more informed debate on the future of the EU and to ensure that the business priorities are spelt out clearly.

The campaign provides a platform for business leaders, commercial practitioners, politicians and decision makers to debate and discuss the economic realities of doing business in Europe. Through a programme of conferences and publications the campaign will confront the imperatives to Europe's future growth, competitiveness and employment and provide unrivalled arenas for the business voice to be heard.



Niall FitzGerald, Chairman-Designate of Unilever and Chairman of the CBI Europe Committee

The future success of Europe is of vital importance to us all. It is crucial that business priorities are not lost in the fog of rhetoric that surrounds most of the UK's debate on that future. The Business in Europe campaign is about putting business interests back at the top of the agenda. It will provide objective, factual information on European issues that companies want, promote better understanding of business priorities and bring a much needed clarity to the UK's Euro vision.

The Conferences

The major feature of the Business in Europe campaign is a series of five half-day conferences hosted by the CBI. Each conference will tackle the pertinent issues about doing business in Europe. In addition to reviewing the progress of the Inter-Governmental Conference, specific policy issues will be addressed including: the completion of the Single Market; the options for Economic and Monetary Union; the role of social policy; and the enlargement of the Union.

Each conference will feature top speakers from the business and political arenas. A panel of prominent business people will lead the discussion and field questions and comments.

No charge will be made for the conferences. Refreshments and a buffet meal will be provided.

London

Wednesday 5 June 1996

The event will run from 9:30am until 1:30pm (including lunch) at CBI Headquarters, Centre Point, 103 New Oxford Street, London, WC1A 1DU.

Speakers will include: Ministers from the UK and the Netherlands; Sir Colin Marshall, Chairman, British Airways plc; Sir Iain Vallance, Chairman, British Telecom plc; Sir David Simon, Chairman, British Petroleum plc.



Bristol

Friday 7 June 1996

The event will run from 10:00am until 2:00pm (including lunch) at The Grand Hotel, Broad Street, Bristol, BS1 2EL.

Speakers will include: Lord Richard, Leader of the Opposition, House of Lords; John Golding, Managing Director, Hewlett-Packard Ltd; Adair Turner, Director-General, CBI.

Edinburgh

Tuesday 11 June 1996

The event will run from 3:00pm until 6:30pm (including finger buffet) at The Caledonian Hotel, Princes Street, Edinburgh, EH1 2AB.

Speakers will include: Charles Kennedy MP, Liberal Democrat Spokesperson for European Union Affairs; Tony Greener, Chairman, Guinness PLC; Niall FitzGerald, Chairman-Designate, Unilever plc.

Birmingham

Wednesday 12 June 1996

The event will run from 10:00am until 2:00pm (including lunch) at the International Convention Centre, Broad Street, Birmingham, B1 2NP.

Speakers will include: Klaus Murmann, President, German Employers Federation; Lord Blyth of Rowington, Chief Executive, Boots Company plc.

Leeds

Friday 14 June 1996

The event will run from 10:00am until 2:00pm (including lunch) at Ridding House, Ridding Park, Follifoot, near Harrogate, HG3 1JH.

Speakers will include: Sir Leon Brittan, Vice President, European Commission; Chris Haskins, Chairman, Northern Foods plc; Ian Gibson, Managing Director, Nissan Motor Manufacturing UK.

The conference programme may be subject to change

The Information Pack

An Information Pack containing specially prepared CBI publications will complement the conference series. The Pack will contain a series of Fact Cards on individual policy issues, the CBI's views on the IGC, a video featuring leading Euro-industrialists, and team briefing material to help involve company employees.

All delegates at the conferences will receive a complimentary copy of the Information Pack.

Make the commitment

Places are limited and we expect demand to be high. Please register as soon as possible. Once you have decided to participate in the Business in Europe campaign please complete the registration form opposite and return it to the CBI.

If you would like more information about the Business in Europe campaign, please contact Sandra Aldred at CBI, Centre Point, 103 New Oxford Street, London WC1A 1DU. Telephone 0171 379 7400

The CBI is grateful to those members who have funded this initiative.

Bookings

Please complete and return this form to:

Sandra Aldred, CBI Conferences
Centre Point, 103 New Oxford Street
London, WC1A 1DU

Fax: 0171 497 3646

Please tick the conference you wish to attend:

- London 5 June 1996
- Bristol 7 June 1996
- Edinburgh 11 June 1996
- Birmingham 12 June 1996
- Leeds 14 June 1996

Please complete in capitals and in black ink.

Name _____

Position in company _____

Company name and address _____

Postcode _____

Office contact name: _____

Tel _____

Fax _____

Please
affix
stamp

**Sandra Aldred
CBI Conferences
Centre Point
103 New Oxford Street
London WC1A 1DU**

Business in Europe

- Provides the platform for companies to voice their concerns on Europe
- Promotes an informed debate on the future shape of Europe
- Spells out clearly the business priorities for the Inter-Governmental Conference
- Involves employers and employees, MPs and MEPs, and wider public groups
- Invites you to attend a half-day conference in June at no charge.

Business in Europe

CBI, Centre Point
103 New Oxford Street
London WC1A 1DU

Telephone 0171 379 7400

Fax 0171 497 3646