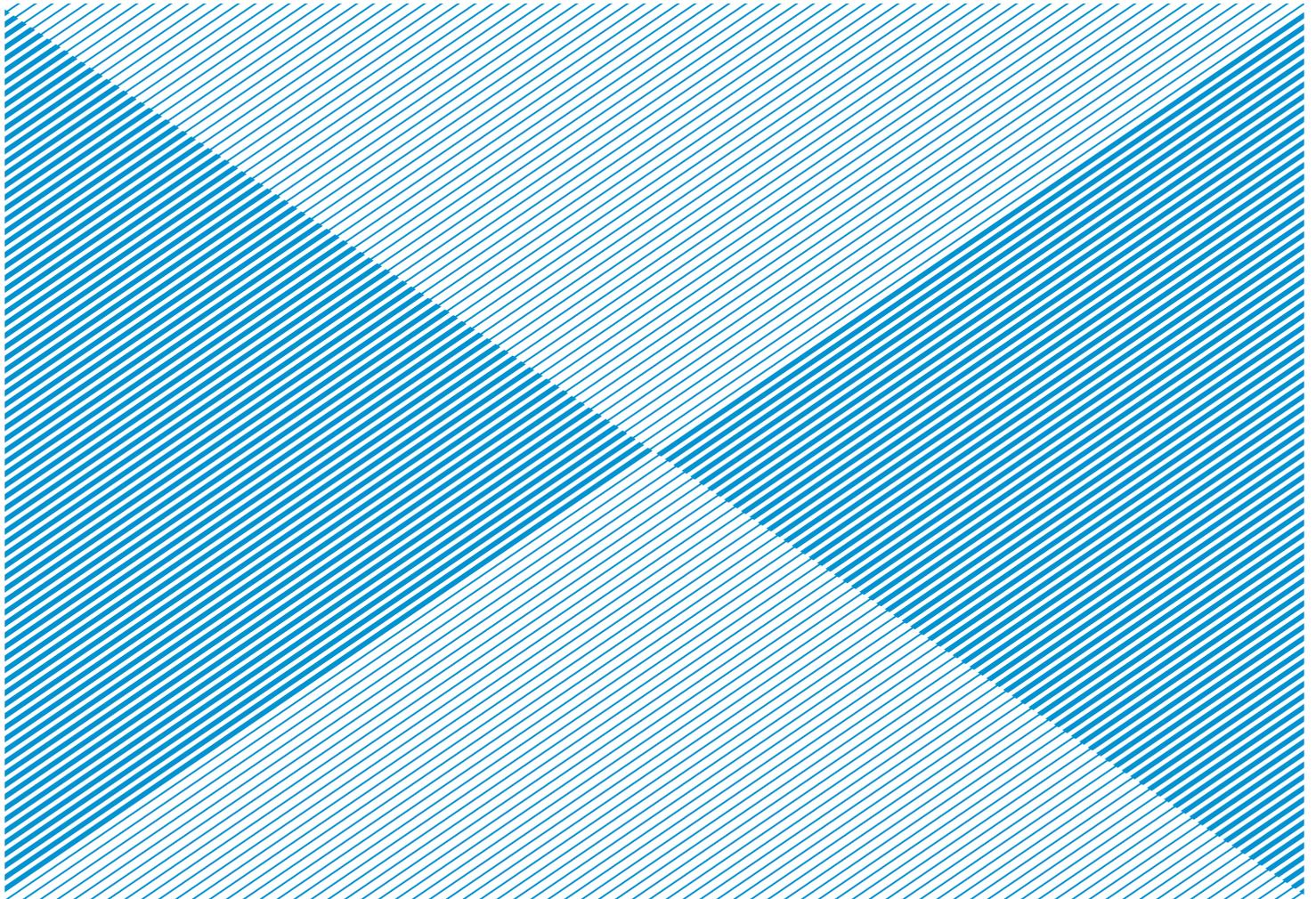


Regional Agenda

World Economic Forum Europe Roundtable Meeting Overview

Madrid, Spain 28 November 2013



Fostering Competitiveness and Entrepreneurship

Competitiveness lies at the heart of the ongoing economic crisis in Europe, a continent that for centuries has played a pivotal role in the world's largest technological shifts, innovations and industrial revolutions. Without addressing current weaknesses in institutions, infrastructure, markets and innovation, Europe may not be able to maintain its role as a leading and advanced economy that can provide sustainable prosperity for future generations.

Although the competitiveness challenge is well known, it requires greater attention. Efforts by European leaders to address structural concerns and to spur jobs and growth have led to unprecedented reforms in some countries. However, much remains to be done, particularly in implementing reforms and realizing their potential. Introducing practices that improve competitiveness requires shared commitment and collaborative action on the part of public institutions, the private sector and other relevant actors in the economy. Translating improved business conditions into new economic activity and shared prosperity also relies on energetic entrepreneurs who are willing and able to generate additional activity by developing new ideas, expanding their businesses and creating value.

In collaboration with the Government of Spain, the World Economic Forum Europe Roundtable will convene senior leaders from government, business, civil society and academia, as well as representatives of younger generations, to explore the issues of Europe's competitiveness in a series of strategic conversations and workshops.

The meeting aims to build momentum among key stakeholders on how to spur growth and employment by drawing on the existing work, experience and knowledge of high-level participants, and identifying transferable practices that can enhance competitiveness and entrepreneurship across the region. The Europe Roundtable will also mark the launch of the World Economic Forum Regional Programme on Europe, which aims to shape the region's agenda and drive sustainable development for business and society.

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For Europe to be competitive, it needs to be more entrepreneurial, finding opportunities to create new value in all its activities across government, business and society at large.

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Mariano Rajoy Brey, Prime Minister of Spain

Programme Objectives

To shape Europe's agenda on competitiveness and catalyse action, the meeting has three objectives:

1. To prioritize areas of improvement and initiate collaboration on competitiveness between government, business and civil society within and across European countries
2. To showcase potential solutions for growth and employment, and highlight young people as a precious resource, agents of change and innovators in the business sector
3. To refine proposed measures identified through the Forum's project on "Fostering Innovation-driven Entrepreneurship in Europe" and make progress on curating hubs of entrepreneurial activity

World Economic Forum Europe Roundtable Programme

The meeting agenda will integrate the following key issues:

- **Enhancing competitiveness:** The World Economic Forum has a long tradition of analysing and measuring the performance of individual economies as smart, productive, inclusive and environmentally sustainable. Building on *The Global Competitiveness Report 2013-2014* and *The Europe 2020 Competitiveness Report*, participants will identify and discuss critical practices that can help Europe close the competitiveness gap.
- **Fostering innovation-driven entrepreneurship:** Innovation is vital to securing long-term growth and prosperity as advanced economies face diminishing returns on existing resources and efficiencies. In addition to frontier research and development, entrepreneurship is a key outcome of the multilayered process of successful innovation – developing new ideas, bringing them to market and expanding businesses. The objectives of the meeting include identifying the most promising pathways to promote an entrepreneurial culture, linking the energy and ideas of emerging enterprises with the assets and access of larger corporations, and solving the challenges of financing young and innovative companies.
- **Growth for youth employment:** Realizing the untapped potential of youth is critical for Europe's social and economic development. However, past and current socio-economic crises have increased the burden of debt on European youth, reduced job opportunities and caused a decline in the overall quality of life. At the meeting, the Forum's community of Global Shapers will engage young leaders from across Europe to discuss issues of education, entrepreneurship and how enterprises can work with young people to close the skills gap and boost young individuals' employability.

FAQs

Where will the meeting take place?

The meeting will take place in Madrid, Spain, on 28 November 2013. The venue will be communicated at a later stage.

Where will I stay?

A block reservation will be made at the official hotel. You will receive a hotel reservation form in due course.

What does registration include?

There is no participation fee for the meeting. Participants must cover the costs of their travel and accommodation.

What is the working language of the meeting?

Sessions will be held in English. Simultaneous interpretation in Spanish will be provided for certain sessions.

When do I need to register?

Registration should be completed as soon as possible, but no later than 8 November 2013.

Do I need a visa?

Please check with the Spanish embassy or consulate nearest you for visa requirements. The World Economic Forum is not responsible for providing visas.

Where do I find additional information about the programme?

Basic information can be found on the Forum website at <http://www.weforum.org/events/world-economic-forum-europe-roundtable>. Upon registration, you will receive your personal access to the meeting's private area.

Who do I contact for more information?

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Programme at a Glance

Thursday 28 November

07.15 - 09.15	Registration
09.15 - 10.30	Opening Plenary
10.30 - 12.00	Workshop Sessions
12.00 - 12.30	Community Break
12.30 - 13.30	Plenary Session
13.30 - 14.30	Community Lunch
14.30 - 16.30	Workshop session
16.30 - 17.00	Community break
17.00 - 18.00	Closing plenary



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IMPROVING THE STATE
OF THE WORLD

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