



## FOURTH ANNUAL CEO ROUND TABLE

### *The Transatlantic Corporation in the Global Economy*

8 & 9 July 2004, Paris, France

On 8 & 9 July 2004, **CERT** will hold its fourth annual CEO Round Table in Paris, France in partnership with Gide, Loyrette, Nouel LLP and the European Aeronautic Defence & Space Company (EADS). The event will focus on the theme “*The Transatlantic Corporation in the Global Economy*” and offer an opportunity for high-level discussion of current issues and possible solutions.

This meeting comes at a critical juncture in transatlantic relationships and will feature leading CEOs, business executives and political decision-makers from the Canada and the European Union.

This year’s CEO Round Table will address the transatlantic sphere’s role as a motor of the global economy, including discussion of corporate trends in trade and investment. Further to this will be an examination of whether we are witnessing a deepening of transatlantic economic relations, or rather the development of economic ‘poles’ in North America, Europe, and Asia.

The Canada-EU relationship is characterized by high levels of bilateral investment. CERT is taking the initiative to develop principles that, once incorporated by government, will lead to a more unified transatlantic market.

The key outcomes from the CEO Round Table will be submitted to leaders in the European Commission and Government of Canada in support of negotiations on the Canada-EU Trade and Investment Enhancement Agreement (TIEA).

For further information and a current version of the programme, contact [info@canada-europe.be](mailto:info@canada-europe.be)



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### **8 July – CERT Members' Dinner at Le Pré Catelan hosted by EADS** Route de Suresnes, Bois de Boulogne, 75016

- 18:00-19:00 Annual General Meeting
- 19:00-20:00 Cocktail
- 20:00 Members' dinner. Guest Speakers:
- Introduction: **Laurette Glasgow**, Minister Plenipotentiary, Canadian Embassy to France
  - Keynote Address: **Francois Desprairies**, Senior Vice President, North America and Cooperating Countries, EADS

### **9 July – Fourth Annual CEO Round Table Conference hosted by Gide, Loyrette, Nouel** 28, cours Albert 1er, 75008 Paris – Salle Pierre Gide

Event Moderator: **Caroline Wunnerlich**, Managing Director, Government Policy Consultants

- 8:00-9:00 Registration and breakfast
- 9:00-9:15 Welcome by **Baron Paul De Keersmaeker**, CERT European Chairman, Special Adviser to the CEO, Suez-Tractebel
- 9:15-10:15 Morning keynote address:
- Michel Jacques**, President & CEO, Engineered Products, Alcan Inc. “*Managing Transatlantic Business Expansion -Understanding the Demands of Integrated Global Capital Markets*”
- 10:15-10:30 Break
- 10:30-12:00 Panel: “*The Transatlantic Space: Towards Greater Economic Integration?*”
- André Navarri**, President, Bombardier Transportation
  - Mogens Peter Carl**, Director General, DG Trade, European Commission
  - H.E. Jeremy Kinsman**, Canadian Ambassador to the EU
- 12:00-12:30 Drinks
- 12:30-15:00 Lunch
- Introduction: **Gérard Tavernier**, Senior Partner, Gide, Loyrette, Nouel LLP
  - Keynote Address: **Hubert Védrine**, Former Minister of Foreign Affairs of the Republic of France
- 15:00 Close