



In the presence of Her Majesty Queen Silvia of Sweden

Centenary Conference 30th of November 2015, 13:30

Chambre de commerce et d'industrie de région Paris Île-de-France, Hôtel Potocki
27 avenue de Friedland, 75008 Paris

”Future of competitiveness in France, Sweden and Europe”

The Centenary Conference is organized on the occasion of the 100 year Anniversary of the Swedish Chamber of Commerce in France, in close cooperation with Leif Johansson, Member/former Chairman of the European Round Table, Chairman LM Ericsson and AstraZeneca and former CEO of the Volvo Group and Jacob Wallenberg, Chairman of Investor AB, Vice Chairman of ABB, Ericsson and SAS, as well as other renowned international industry leaders, entrepreneurs, and leading players from the French, Swedish and European economic, political and technology world.

The conference targets executives from traditional and new industries, entrepreneurs, investors, advisors, academics, marketing and technology specialists, media, and other decision makers and opinion leaders from the economic, academic and political spheres, as well as official representatives.

Focusing on the challenges for a sustainable future economic growth in an increasingly competitive global and complex world, topics dealt with will include competition policy, compliance matters, societal changes, new technologies, energy and climate aspects. The know-how and vision of Swedish and French international companies will be shared, new technology developments, usages and future needs and opportunities analysed and debated, with a view to assess the requirements of the 21st century's corporate culture, build networks and strengthen cooperation.

Questions and debate with the audience.

12:45 REGISTRATION

13:25 The participants are seated

13:28 Her Majesty the Queen arrives

13:30 CONFERENCE STARTS

13:30 **Welcome remarks**

Pierre-Antoine Gailly, President, Paris Île-de-France Regional Chamber of Commerce and Industry

Gïta Paterson, President, Swedish Chamber of Commerce in France

13:40 **Keynote speech by Cecilia Malmström, EU Commissioner for Trade**

A new trade strategy for Europe: How to develop the world trading economy and uphold the European values of human rights, social and environmental protection? Importance of international trade agreements for a sustainable growth and European corporate challenges ahead. Status of the TTIP and strategic European partnership agreements. New international trading opportunities while respecting human rights, environmental and social protection concerns. Q&A

Moderator: **Johan Kuylenstierna, Executive Director, Stockholm Environment Institute**

14.10 Round table – Panel one

Digitalization in new and traditional industry

Technology advances has become an essential strategic resource in today's rapidly changing world. The impact of technology on business processes and innovation is profound. How can Internet and digital opportunities convert into new sustainable business developments for new companies, as well as for the traditional industry? How can technology in business become a competitive advantage taking environmental, social and regulatory challenges into account?

- **Leif Johansson, Member/former Chairman of the European Round Table of Industrialists, Chairman LM Ericsson and AstraZeneca and former CEO of the Volvo Group**
Boosting EU competitiveness & jobs through the digital economy
- **Jacob de Geer, co-founder and CEO, iZettle**
Digitalization of payment methods in modern small company trade
- **Jane Walerud, Serial entrepreneur, angel investor, board member of Creades and CEO of Teclo Networks**
Key factors in getting small innovative companies really going
- **Bernard Charlès, CEO Dassault Systèmes**
Sustainable Innovation: the Digital Revolution in the Experience Economy
3D modelling and simulation at the center of the digitalization of industries

15:00 COFFEE BREAK

15.40 Round table – Panel two

Sustainability as a competitive advantage

One of the major business challenges today is to develop a long-term competitive advantage in a global world. Governments and business are working towards aligning sustainability with economic goals. Innovation, creativity and technology can be driving forces for the good of the planet and its people. What will become the key success factors for the European green corporate and political cultures of the 21st century?

- **Jacob Wallenberg, Chairman, Investor AB, Vice Chairman ABB, Ericsson and SAS**
How can the growth and sustainability agendas converge? How can European industry and business respond to increased global competition by developing a profitable and sustainable business model? There are many examples from “old” industries, which are quickly responding to the needs of markets and customers by transforming their products and services. These case studies illustrate the importance of continuous change necessary for the future of Europe, Sweden and France in particular.
- **Jean-Louis Beffa, Honorary Chairman of the Saint-Gobain Group**
Climate, and energy transition challenges for the competitiveness of the European industry. Infrastructure, energy supply and R&D.
(Just published the book «Les Clés de la Puissance» (Seuil).
- **Steve Howard, Chief sustainability Officer IKEA Group**
Sustainability is a key part of IKEA Group’s business direction and growth plans. Guided by its “People and Planet positive” sustainability strategy the company aims to enable millions of people to live more sustainably at home, to strive for resource and energy independent and to create a better life for people and communities across its value chain.

16.25 Johan Rockström, Professor Water systems and Global Sustainability, Director Stockholm Resilience Centre, Stockholm University

“Strategies and solutions for meeting economic growth and climate goals”.

16.45 Closing remarks

16.55 End of Conference

17.00 NETWORKING COCKTAIL, Salle de Cuivre

17.00-17.30 Emmanuel Macron, Minister Of Industry, Economy And Digital Affairs, Speech (5 min), and informal exchanges (25 min), Salle de Cuivre

18.00 END OF COCKTAIL

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