



Wilfried  
**Martens Centre**  
for European Studies



**Economic Ideas Forum**

BRATISLAVA 2014  
REPORT



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# About the Economic Ideas Forum



On 16-17 October 2014 the Wilfried Martens Centre for European Studies hosted its fifth annual Economic Ideas Forum. With more than 200 participants, 300 global viewers via live on-line streaming and 40 high-level speakers, this year's EIF was a great success. The Forum, entitled "Innovation and Reform: Setting the Growth Agenda", aimed to discuss the key issues that will determine Europe's ability to return to sustainable, long-term economic growth. It focused on topical themes dealing with the various aspects of Europe's recovery process. These themes revolved around the centrality of innovation and entrepreneurship in fostering job creation, sustaining economic growth and maintaining the EU's position in an increasingly competitive global economy.





A further theme running throughout the Forum was that Central and Eastern European economies are vital in driving EU economic growth. The staging of the EIF in Bratislava symbolised the progress made by these economies over the past 25 years and highlighted Slovakia's vitally important geopolitical location. The Forum considered how the ongoing transformation of these states (from centrally planned to market economies) has the potential to act as inspiration for the further economic development of the EU's eastern neighbours and for fellow EU member states to engage in meaningful reform.



Following the success of the Economic Ideas Forums held in Helsinki, Dublin, London and Madrid, the EIF is now recognised throughout Europe as an important economic conference bringing together high-level economic experts, EU officials, national ministers and representatives from the world of business. Every year, new ideas and policies are discussed and debated by high-profile leaders from all across Europe.



# Welcome

## ***Tomi Huhtanen***

Tomi Huhtanen, Director of the Martens Centre, welcomed participants to the Forum. He noted that the past six years have confronted Europe with its most difficult economic challenges since the aftermath of the Second World War. He stressed that the EU's actions have stabilised the European economy and ensured the survival of the Euro. However, the EU has yet to return to growth. This will be a difficult task that requires a renewed commitment to the EPP's core principles of innovation, social justice and smart budgetary reform. Innovation and entrepreneurship will be central drivers in Europe's recovery in the years ahead and in this regard individuals can make a real difference. Finally, Huhtanen argued that we must break out of the 'Brussels Bubble' group-think and discuss new economic solutions in a fertile environment such as Bratislava, where innovation and reform are seen as cornerstones of successful economic policies.





## Opening

### *Mikuláš Dzurinda*

Mikuláš Dzurinda, President of the Martens Centre and former Prime Minister of Slovakia, opened the 5<sup>th</sup> Economic Ideas Forum in Bratislava. President Dzurinda underlined the symbolic significance of the conference venue: embodying both successful transition from centrally planned to market economies and the strong ties that bind Central and Eastern Europe. He emphasised the important role that the EU plays in stabilising countries in its immediate neighbourhood that face economic and political challenges. This is particularly relevant in light of the ongoing conflict in Ukraine. He stressed that the EPP family will continue to play a pivotal role in fighting for the promotion of societies based on adherence to the rule of law, respect for democratic values and the principles of the market economy. He closed his speech by noting the importance of completing the Transatlantic Trade and Investment Partnership in achieving stability and growth in Europe.





## Day 1: Keynote



### *Keynote Address by Andrej Kiska*

Andrej Kiska, President of Slovakia, officially opened the Forum highlighting the positive role that Slovakia can play in finding answers to Europe's economic challenges. President Kiska stressed that freedom, risk taking and cooperation are the three main pillars of innovation. He lamented that European legislation overburdens business, stifling their effective development and therefore, he called on the new Commission to enshrine high levels of individual freedom in the fully completed single market. He declared that the completion of the single market will be one of the key priorities of the Slovak Presidency of the European Council in 2016. He noted that politicians, in particular, have a duty to serve in fostering innovation and entrepreneurship. President Kiska said that economic cooperation requires greater mobility. Finally, he discussed the Transatlantic Trade and Investment Partnership and emphasised its importance in further strengthening Europe's transatlantic bonds.







“If we aspire to innovative economics and entrepreneurship, it is critical that we have innovative governments, innovating public policies and innovative political leaders.”

***Andrej Kiska***





# Panel I



## *Moderated by Christian Kremer*

The point of departure for Panel I was the question of what is hindering innovation in Europe. Opinion was divided on whether the financing for businesses is decisive in this context. One participant stated that the banking sector does not provide the right type of funding to support innovation. Other panellists countered that financing was not a major issue for businesses.





## — Blazing the Trail to Jobs and Growth: Innovators and Entrepreneurs

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### Speakers:

Martin Bruncko  
Kumardev Chatterjee  
Gunnar Hökmark  
Markku Markkula  
James Waterworth

The EU is increasingly funding innovation, research and development. The challenges seem to lie elsewhere. First, in Europe there is not enough cultural acceptance of entrepreneurship. Failure is connected to guilt and shame: Such a perception teaches young people to 'bet on safety'.







**“Labour market reforms are really a key issue across a number of European countries because it de-risks the choice to pursue entrepreneurship and enables the hiring of employees.”**

***Martin Bruncko***

Failed entrepreneurs hardly ever get a second chance. In addition, education and training do not encourage risk-taking. Second, regulations are overburdening business in Europe. This concerns both EU-level and national business regulation.





There is a tendency, especially among socialist parties in Europe, to control entrepreneurship. For example, starting a business in a garage and employing people would be banned in many countries.

**“Entrepreneurship innovation is at the centre of how you generate new economic sectors and jobs and growth. If you don’t get that right you won’t get the rest of it in place.”**

***Kumardev Chatterjee***





**“I don’t believe you can achieve a dynamic economy through public investment programmes (...) but you can do it by investing in research and science (...) and in the infrastructure of knowledge and science.”**

***Gunnar Hökmark***



**“Digitalisation and convergence towards digital services is speeding up. (...) We need to concentrate much more on the human aspects of the digital single market issue.”**

***Markku Markkula***

**“The major opportunity in Europe is to revolutionise many of our traditional businesses particularly our small businesses (...) using the internet as their trading platform.”**

***James Waterworth***



The investment plan of the upcoming European Commission was also discussed. It was stressed that how this money is spent will send a signal of where the EU is heading in the area of innovations. The panel concluded that Europe needs to talk about its ‘entrepreneur heroes’ and to communicate innovation success stories. Politicians should establish communication channels for new entrepreneurs. Finally, they should support the Transatlantic Trade and Investment Partnership, which will spur investment in innovative products.







## Panel II



### *Moderated by Eoin Drea*

The panel started with a presentation by Marcin Piatkowski, Senior Economist at the World Bank office in Warsaw, who reminded the participants of the significant economic growth and improved living standards experienced by Central and Eastern Europe in the last 25 years. Despite the recent economic crisis, these countries have been economically converging with the rest of Europe and suggested a number of ideas as to how the current growth model could to be adjusted to be even more effective.







## — Central and Eastern Europe: New EU Economic Tigers?

Thanks to the EU, Central and Eastern European countries have been able to catch up with Western Europe in terms of education and infrastructure.

### Speakers:

Enikő Győri  
Siegfried Mureşan  
Luděk Niedermayer  
Marcin Piatkowski





“We all have to remain on the reform path, which we all know won’t be easy.”

**Enikő Győri**

Thanks to the EU, Central and Eastern European countries have been able to catch up with Western Europe in terms of education and infrastructure. Those ten EU member states that joined in 2004 have grown faster than the rest of Europe, the US and the most of their global peers since 1995. They have even outperformed the ‘Asian Tigers’ in their economic performance.



The panellists agreed that further economic reforms are needed to strengthen economic outlooks and to make these growth levels more sustainable. Central and Eastern European countries all face a shared political challenge: the need to implement reforms while maintaining public support. The 1990s presented a window of opportunity for reform. But while this opportunity was, by and large, seized upon, further reform is necessary.

**“If we want to live better, we have to be more productive – for this we have to be better trained and more innovative.”**

***Siegfried Mureşan***





To increase competitiveness, rising wages have to reflect increases in productivity. Labour market reforms that lead to a more flexible environment will not only benefit young people seeking to enter employment but will also increase competitiveness in the rest of the labour force.

**“We have to fight for less regulation. Governments tend to regulate a lot – on things that are not necessary.”**

***Luděk Niedermayer***





But what could actually be the future driver of growth and reform in Central and Eastern Europe? Learning from the positive experience of other member states, EU cohesion funds and the potential of joining the eurozone offer many possibilities in this regard. We are now witnessing the most competitive, best educated young generation in Central and Eastern Europe in centuries. The future lies in their hands and they are well equipped to cope with the challenges ahead.

**“It is in our interest for the EU to become stronger, deeper and more integrated in almost every facet of life - including economic life. (...) Thus, I couldn’t support the idea of a single market more.”**

***Marcin Piatkowski***





## Panel III



### *Moderated by Erika Widegren*

The focus of the third panel was on how Europe can benefit from a Digital Single Market in terms of growth and jobs in the EU. Such an agenda is necessary due to the high number of internet users in the EU. The speakers focused on the fact that a skills shortage could be addressed through digital tools such as online courses. Access to education is the most obvious benefit of a digital education agenda.





From entertainment to trade and data storage, our digitalised daily life puts pressure on legislators. The panelists emphasised the importance of preserving intellectual property rights, security and data protection.

#### Speakers:

Ján Figel'  
Olof Ehrenkrona  
Karim Lesina  
Ivan Mikloš  
Adina-Ioana Vălean





**"If political systems help people to become empowered and to take initiative this is the best process to find answers to competitiveness, jobs and the future of Europe. Europe is the answer, not the problem."**

***Ján Figel'***

Some of the typical features of digitalisation have to do with changes in production and consumption. Production relies heavily on digitalisation, which is a challenge to the labour market structure as traditional jobs become obsolete. Education reforms are needed to prepare the next generation of workers. Coding and programming are becoming important production tools.





A future Digital Single Market was referred to as a key priority of the Juncker Commission. The challenge is to harmonise the 28 digital markets, which are governed by different rules, overregulated and competing with one another. Europe should not perceive digitalisation as a goal in itself but as a tool to achieve growth, business competitiveness, transparency and democracy.

**“The most important investment we can make is to teach kids coding and programming. There is a giant universe of open source resources out there (...) to be used by everyone.”**

**Olof Ehrenkrona**



The panel concluded that creating a Digital Single Market is the true growth agenda. First, digitalisation supports company growth. Second, the internet revolutionises education by making it open, accessible and free. Third, social media is changing democracy and opens the space for new actors and conflicts can be handled in a more constructive way.



“We don’t need to create a European Google or Amazon, those already exist. We need to continue to develop our strength: good networks that allow companies and consumers to be mobile, digital and global.”

*Karim Lesina*



“Sometimes we underestimate the role of digital economy in so-called ‘old industry’ (...). An answer to increase competitiveness for companies in the European Union is by using new technologies.”

*Ivan Mikloš*

“For the last 10 years the mantra in European economics was energy and climate. For at least the next 5 years, the mantra will be the digital agenda.”

*Adina-Ioana Vălean*





## Panel IV



### *Chaired by Mark Green*

The panel opened by stating that the EU-US relationship is the most important economic relationship in the world. The subsequent discussion focused on tackling challenges to the effective functioning of this relationship, specifically with regard to the Transatlantic Trade and Investment Partnership.





## — Old Allies and New Friends: Transatlantic Partners and Fast-Growing Global Economies

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### Speakers:

Reuben Abraham  
Elmar Brok  
Anthony L. Gardner  
Harld Peters

The panellists agreed that there were difficulties on both sides of the Atlantic but that the problems were bigger in Europe. In the US, the public is not really afraid of the trade agreement. There, the challenge is rather to raise awareness and interest. In the EU, strong opposition is often based on misunderstandings and unsubstantiated fears. The European fears are made worse as a result of feelings of self-protection after the recent economic crisis. Anti-Americanism and right and left wing extremism also play a part.





**“The support for free trade is way higher in emerging markets than it is in the old economies. Don’t be surprised if 25 years from now, Asia goes back to counting for over 50% of global GDP.”**

***Reuben Abraham***

Europeans need to be less automatically distrustful of the US government. This can be achieved by improving legislation concerning data privacy of EU citizens, an issue that the US government is working on intensively. An additional issue in the US is public procurement in the federal states, where there is a European perception of a lack of fairness to outsiders.





**“We not only want to have this agreement for economic reasons, TTIP serves a deeper goal in deepening transatlantic relations on a political level.”**

***Elmar Brok***

The panellists agreed that neither the EU nor the US has stricter standards of health protection and environmental protection. Instead, these standards are simply different. Both sides can recognise one another's standards.





“We have the opportunity today to get an ambitious trade agreement done. It will create jobs, growth and increase exports on both sides of the Atlantic.”

***Anthony L. Gardner***



**“Among SMEs, the overall knowledge on TTIP is very limited, and the flow of information is very one-sided. We have to convince the SMEs on TTIP, tell them how they will benefit from it.”**

***Harld Peters***



Going forward, proponents of transatlantic trade need to use clearer language, communicating positive stories. There is no other debt-free stimulus for the EU and US economies. The European Parliament will discuss the trade agreement in great detail. Most European businesses and trade unions want this deal because they recognise how much it can help European and US economies.







“We have to be the hope for future generations, because what we are doing today, reforming our countries, is for them.”

*Antonio López-Istúriz  
White*



# Day 1: Conclusions

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## *Closing Remarks by Antonio López-Istúriz White*

Thanking all participants for the illuminating debates, Antonio López-Istúriz White, Secretary Treasurer of the Martens Centre and Secretary General of the European Peoples' Party, brought the successful first day of the Economic Ideas Forum to a close. He emphasised the difficult but necessary reforms that European politicians must enact and underlined the need to effectively communicate them to the public. He argued that too many people remain unaware of the great progress sparked by reform that we have experienced. Populist parties, now a sizeable force in the European Parliament, undermine confidence in this reform agenda and are a source of great concern. Populist attacks on the Transatlantic Trade and Investment Partnership are particularly worrying. It is therefore important that participants think not only about innovative economic ideas but also about how to effectively communicate them to the general public. The Economic Ideas Forum offers the perfect opportunity for this discussion.



A photograph of Mikulas Dzurinda, an older man with white hair and glasses, wearing a dark blue suit and a light blue tie. He is standing at a black podium, holding a microphone in his right hand and a piece of paper in his left. He is looking towards the audience. In the background, several other men in suits are seated at a long table. The room has wood-paneled walls and a patterned carpet.

## Dinner speech

“Ukrainian civil society needs a boost. There is a lot we in the EU can do to strengthen their organisations, and help them to support reform.”

***Mikulas Dzurinda***

Mikuláš Dzurinda, President of the Martens Centre and former Prime Minister of Slovakia, welcomed all the guests to the gala dinner. He began by pointing out that 2014 is a year of anniversaries: ten years of EU membership for Slovakia; 25 since the outbreak of the First World War. Dzurinda compared today's Ukrainian crisis with the years before the Second World War when Europe also had to deal with an aggressor. He called on the West to help Ukraine reform and modernise. In conclusion, he spoke about how the Martens Centre will contribute towards this goal: by gathering experienced politicians from Central Europe who have managed transformation in their own countries and bring them to Ukraine to communicate to the citizens that reforms are the only way forward.







## Day 2: Opening



### *Opening Address by Joseph Daul*

Joseph Daul, President of the EPP, officially opened the second day of this year's Economic Ideas Forum. After mentioning the large overlap of the agenda of the new Commission with the EPP's political programme, he emphasised the EPP and the new Commission's intention to concentrate on the creation of sustainable jobs, growth, fairness and democratic change.





**“We need to change,  
to develop, to innovate.  
Europe is no longer the  
centre of the world.”**

***Joseph Daul***



Moreover, President Daul stressed that improving Europe's competitiveness and stimulating investment are necessary measures to achieve these goals. The Single Digital Market can only be achieved through the reduction of national barriers in telecoms regulation. President Daul called for active efforts to improve European energy markets and to engage the European citizenry in dialogue about the reform agenda. He concluded by acknowledging the valuable efforts that Slovakia can offer in the overcoming of economic difficulties.





## Panel V

### — European Innovation Union. Winning the Race for Competitiveness

#### Speakers:

Pedro Mota Soares  
Steffen Kampeter  
Frank Held



#### *Moderated by Tom Nuttall*

In his keynote address, Steffen Kampeter, State Secretary of the German Federal Ministry of Finance, stressed the important emphasis that the EPP places on both free trade and social policy. Combining both is the only sustainable way to create new jobs and boost the European. Centre-right values should play a central role in developing and implementing new and innovative reforms.





The panel focused on strategies to achieve growth and boost competitiveness. There was agreement that sustainable economic growth can be realised only through sound government finances, regulation of financial markets, structural reforms (particularly of the labour market) and the successful completion of the European Single Market.





**“What was crucial for the success of the reforms in Portugal was that they were all done in the context of social dialogue. It’s important to have your social partners on board.”**

***Pedro Mota Soares***

Additional required reforms are the successful completion of the Transatlantic Trade and Investment Partnership, the prevention of double taxation and double non-taxation (BEPS), developing a European Energy Union and building a European Single Digital Market.





The panellists focused on the fact that innovation is a necessity. Public research and development spending must be increased in order to attract private investment.

**“Investment should not be the driver of public budgeting, it is now an intellectual challenge to drive investment forward without leaving the path of fiscal consolidation.”**

***Steffen Kampeter***



A future Innovation Union depends fundamentally on human capital. Qualifications and curricula must be developed in partnership with industry in order to bridge knowledge and skills gaps. The EU also needs to better link scientific discoveries with the market commercialisation of innovative products.

European competitiveness is deteriorating in comparison to global competitors. In 2012, for the first time, China invested more of its GDP on research and development than the EU. This is despite the goals set out in the Lisbon Strategy. To reboot its economy, the EU needs to invest but investment can be wasteful and irresponsible. Private investment is typically better targeted and dynamic than public investment. Public investment, typically, does not have the high growth capacity of private investment in innovation.



“We need to realize in Europe that there are important building blocks for innovation: innovation needs science and a location, a competitive framework, a political framework and political support, and public acceptance.”

*Frank Held*





## Panel VI

### — Banking on Tomorrow: Financial Innovation in a Post-crisis EU

#### Speakers:

Bernhard Felderer  
Brian Hayes  
Vladimír Šucha  
Nicolas Véron



*Moderated by Gabriele Steinhauser*

New financial products are often cited as a contributor to the sub-prime mortgage crisis in the US, which sparked the global financial crisis. The panellists agreed that financial innovation was not the cause. Instead, the problem lay in inadequate national supervision of new financial instruments.





The Banking Union has created the necessary regulations to manage the risks of financial innovation. The ultimate outcome depends on the quality of supervision. Proper implementation of supervising mechanisms in the member states is essential. It is expected that the Single Supervisory Mechanism (SSM) will improve the investment climate.





**“Intelligent financial instruments are not bad in themselves, they have been misused in the past and should be better regulated today to be fit for purpose.”**

***Bernhard Felderer***

Central and Eastern European countries will probably be interested in joining the SSM, although some are not in the eurozone. Their joining will reduce the fragmentation of European financial markets. We will see further innovative financial measures that will circumvent the regulated banking system.





One example is crowd-funding. According to one panellist, further research is needed to create a better understanding of the risks linked with these new instruments. The development of quantum physic computers may render our current way of running financial operations obsolete.

**“If we get the capital market system right, it’s an opportunity to unleash additional funding to the SME and to the business sector generally.”**

**Brian Hayes**





**“In 20 years, the banking sector will be very different from today, because of innovations such as quantum technology and the atomic clock.”**

***Vladimír Šucha***

The panellists further identified that Europe has still not achieved the stage of a post-crisis economy. Europe will only have overcome the crisis when unemployment has reduced and economic growth has returned. In addition, the historically low interest rate policy of the ECB is not reflected in bank lending rates to the general public. Unfortunately, investors have not yet regained trust and confidence in the system. Therefore, companies (particularly SMEs) continue to face difficulties in accessing credit.



“The financial crisis cannot be blamed on financial innovation and the new technologies that came from it. There is no clear consensus on what caused the financial crisis.”

**Nicolas Véron**

The procedures preparing the upcoming banking stress test have been positive, with no leaks of information so far. It is positive that the final result is not known before the results are officially published. The notion of a stress test strengthens the confidence of investors, although the outcome may reveal unpleasant surprises about the quality of banks' assets.





## Panel VII

### — East-East Economic Cooperation. Exporting Transformation Models to EU's Eastern Neighbourhood

#### Speakers:

Valdis Dombrovskis  
Mikuláš Dzurinda  
Ambassador Salome Samadashvili  
George Logush  
Žiga Turk



#### *Moderated by Roland Freudenstein*

In his keynote address, Valdis Dombrovskis, Vice-President Designate of the European Commission, responsible for the Euro and Social Dialogue, summarised the effective ways that Latvia returned to economic growth after the financial crisis in 2008 under his leadership. Fiscal adjustment, the better absorption of EU funds and the provision of a safety net for unemployed and vulnerable citizens were all crucial components in establishing growth.





The Latvian approach might be relevant to current EU governments struggling with financial and economic difficulties. Dombrovskis also stressed the important role played by the EU in driving the transformation of Eastern Partnership countries.





**“Financial stability really is a precondition for economic growth: if financial stability is restored, companies start to invest, citizens start to spend, even banks start to lend to the economy.”**

***Valdis Dombrovskis***

The panel discussion focused on the prospective future of the Eastern Neighbourhood. The process of negotiating and signing Association Agreements with Eastern countries was welcomed as a big step in the right direction. Such agreements reinforce reform agendas. Reforms, however, are not an easy to implement.






The transition from socialism to capitalism in Central Europe was compared to a winding road. It was concluded that the Eastern Europe has to undergo continuous reform with clear goals.

**“Every country which is willing and able to meet the criteria, both politically and economically, should be given the chance to join the European Union.”**

***Mikuláš Dzurinda***





“We have to keep in mind that if you are reforming too quickly, you lose touch with the voters, which is what happened in Georgia.”

**Ambassador Salome Samadashvili**

Georgia was discussed as a good example of the successful implementation of reform. Major reform efforts took place under the Saakashvili government. The challenges posed by corruption and the need to rebuild the state were successfully dealt with. In contrast, Slovenia serves as an example of incomplete reforms due to a more ‘gradualist’ approach.



“In Ukraine, there's a constant struggle between a slow process of reform and a growing desire of people to see fast change.”

**George Logush**



The judiciary remains unreformed and the market economy remains weak. The education and health-care systems have been only partially reformed.









“There’s a very clear result visible that Eastern European countries that have had democratic changes of power over the last 25 years are the countries that are now coping well through the crisis.”

**Žiga Turk**

Regarding Ukraine, the panel argued that the EU must offer a clear path to eventual membership. The EU could thereby facilitate sweeping reform in Ukraine. The panel concluded that the whole of Europe is undergoing transformation and suffers from a lack of confidence resultant from economic crisis. The challenge for European politicians is now to reformulate and reaffirm the right direction for the future.



## Closing of the Forum



*Tomi Huhtanen*







Tomi Huhtanen, Director of the Martens Centre, applauded the diverse insights and fruitful debates enjoyed by participants at the Economic Ideas Forum. The whole of Europe, not just central and eastern regions, has entered a period of transition and transformation. Therefore, he argued, a continuous process of reform is required to meet the current economic challenges. Drawing lessons from the two days of intense political and economic discussion, Huhtanen spoke about the different approaches and speeds necessary for each country's reforms to be successful. The European economy will be driven not necessarily by the largest member state economies but by those that successfully implement innovative economic ideas. He concluded by noting that our values must play a central role, working together with committed and passionate reform.



# Speakers



**Reuben Abraham**

*CEO and Senior Fellow at the IDFC Institute*



**Elmar Brok**

*Member of the European Parliament, Chair of the Committee on Foreign Affairs*



**Martin Bruncko**

*Co-Founder and Chief Executive Officer of Nubi, former Senior Director and Head of Europe at the World Economic Forum*



**Kumardev Chatterjee**

*Founder and President of the European Young Innovators Forum*



**Joseph Daul**

*President of the EPP*



**Eoin Drea**

*Research Officer at the Martens Centre*





**Valdis Dombrovskis**

*Vice-President Designate of the European Commission, responsible for the Euro and Social Dialogue*

**Mikuláš Dzurinda**

*President of the Martens Centre and former Prime Minister of Slovakia*

**Olof Ehrenkrona**

*Senior Advisor for the Swedish Ministry for Foreign Affairs*

**Bernhard Felderer**

*President of the Austrian Fiscal Advisory Council*

**Ján Figel'**

*Vice-President of the National Council of Slovakia, former European Commissioner for Education, Training and Culture*

**Roland Freudenstein**

*Head of Research, Deputy Director at the Martens Centre*





**Anthony L. Gardner**

*U.S. Ambassador  
to the European Union*



**Mark Green**

*President of the International  
Republican Institute*



**Enikő Győri**

*Hungarian Ambassador to Madrid,  
Former Minister of State for EU  
Affairs of Hungary*



**Brian Hayes**

*Member of the European  
Parliament, Committee on  
Economic and Monetary Affairs*



**Frank Held**

*Bayer Managing Director for Czech Republic  
and Slovakia*



**Gunnar Hökmark**

*Member of the European Parliament,  
Committee on Economic  
and Monetary Affairs*



**Tomi Huhtanen***Director of the Martens Centre***Steffen Kampeter***State Secretary, Federal Ministry  
of Finance, Germany***Andrej Kiska***President of Slovakia***Christian Kremer***Deputy Secretary General  
of the EPP***Karim Lesina***Vice-President of AT&T's Inter-  
national External Affairs for the  
EU, Caribbean, Latin America and  
Trans-Atlantic Relations***George Logush***President of Kyiv School  
of Economics*



**Markku Markkula**

*Member of the EU Committee  
of the Regions*



**Ivan Mikloš**

*Member of the Slovak Parliament, Former  
Minister of Finance of Slovakia*



**Siegfried Mureşan**

*Member of the European  
Parliament, Committee on Budgets*



**Luděk Niedermayer**

*Member of the European Parliament,  
Committee on Economic  
and Monetary Affairs*



**Tom Nuttall**

*Charlemagne columnist  
at The Economist*



**Harld Peters**

*UPS Vice-President*





**Marcin Piatkowski**

*Senior Economist at the World Bank office in Warsaw*

**Salome Samadashvili**

*Visiting Fellow at the Martens Centre, Head of Georgia's Mission to the EU, 2005-2013*

**Pedro Mota Soares**

*Minister of Solidarity, Employment and Social Security of Portugal*

**Gabriele Steinhauser**

*European Economy Reporter at the Wall Street Journal*

**Vladimír Šucha**

*Director-General of the Joint Research Centre of the European Commission*

**Žiga Turk**

*Professor and Researcher, Former Minister of Education, Science, Culture and Sports of Slovenia*





**Adina-Ioana Vălean**

*Vice-President of the European Parliament, Committee on Industry, Research and Energy*



**Nicolas Véron**

*Senior Fellow at Bruegel*



**James Waterworth**

*Vice President for Europe of Computer and Communications Industry Association*



**Antonio López-Istúriz White**

*Secretary General of the EPP and Secretary Treasurer of the Martens Centre*



**Erika Widegren**

*Executive Director of Atomium Culture*



# EIF 14 in press

This year, the EIF received media coverage both before and after the event. Before the event, international news agencies such as Reuters and CNBC Business News promoted the EIF in their list of upcoming events as a "Top Economic Event". During the EIF, journalists from both eastern and western European countries and the United States attended the forum and reported on it. After the EIF, articles and interviews were published by different media outlets throughout the world and particularly in Slovakia, the EIF made many headlines.





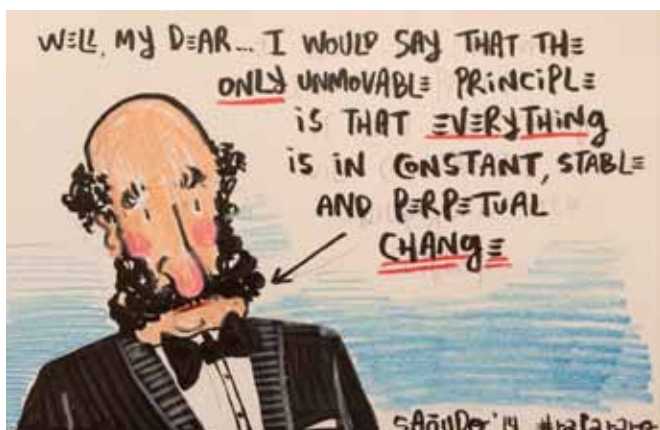
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# EIF14

## political cartoons

Every year political cartoonist Rafa Sañudo provides his own visual interpretations of the main topics discussed in real time. Political humour at its best!









# EIF14

## Interactive

The EIF received a large volume of online buzz and generated social media conversations and much engagement. All panels were streamed live on FORA TV, the well-known conference and event video platform, where over 200 people worldwide followed the EIF live online. The complete videos can be watched on FORA TV: [ces.tc/eif14videos](http://ces.tc/eif14videos). On Twitter, there was a lively conversation about the EIF's topics. Speakers, attendees and the press made good use of the official hashtag #EIF14, and shared the photos that were made by the EIF photographer. Event photos are available on the Martens Centre Flickr account: [ces.tc/eif14photos](http://ces.tc/eif14photos).











# EIF Event app

This year, the Martens Centre was proud to introduce the EIF Event App. The app, available on iOS, Android and HTML5, provided the programme, speaker biographies, venue information, and other information on the EIF and also functioned as a real-time social network, a networking tool and a platform for feedback through surveys.

The results of the surveys were displayed during the panels, so that the speakers on the stage were able to react to the public opinion in the room. The app was used by almost all participants, who together posted 200 comments, 132 photos, 147 reviews and 252 status updates.

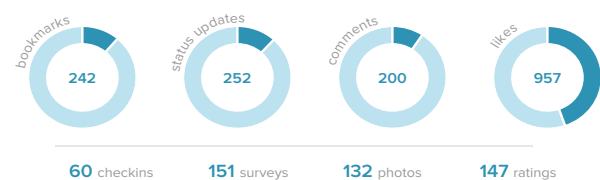


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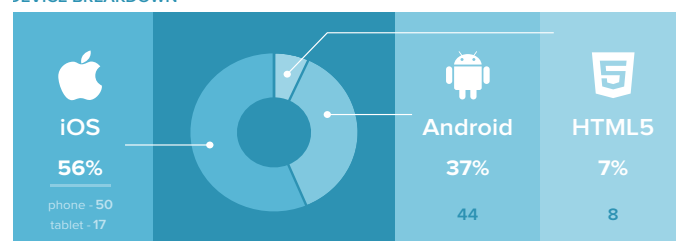
Post-Event Engagement Report

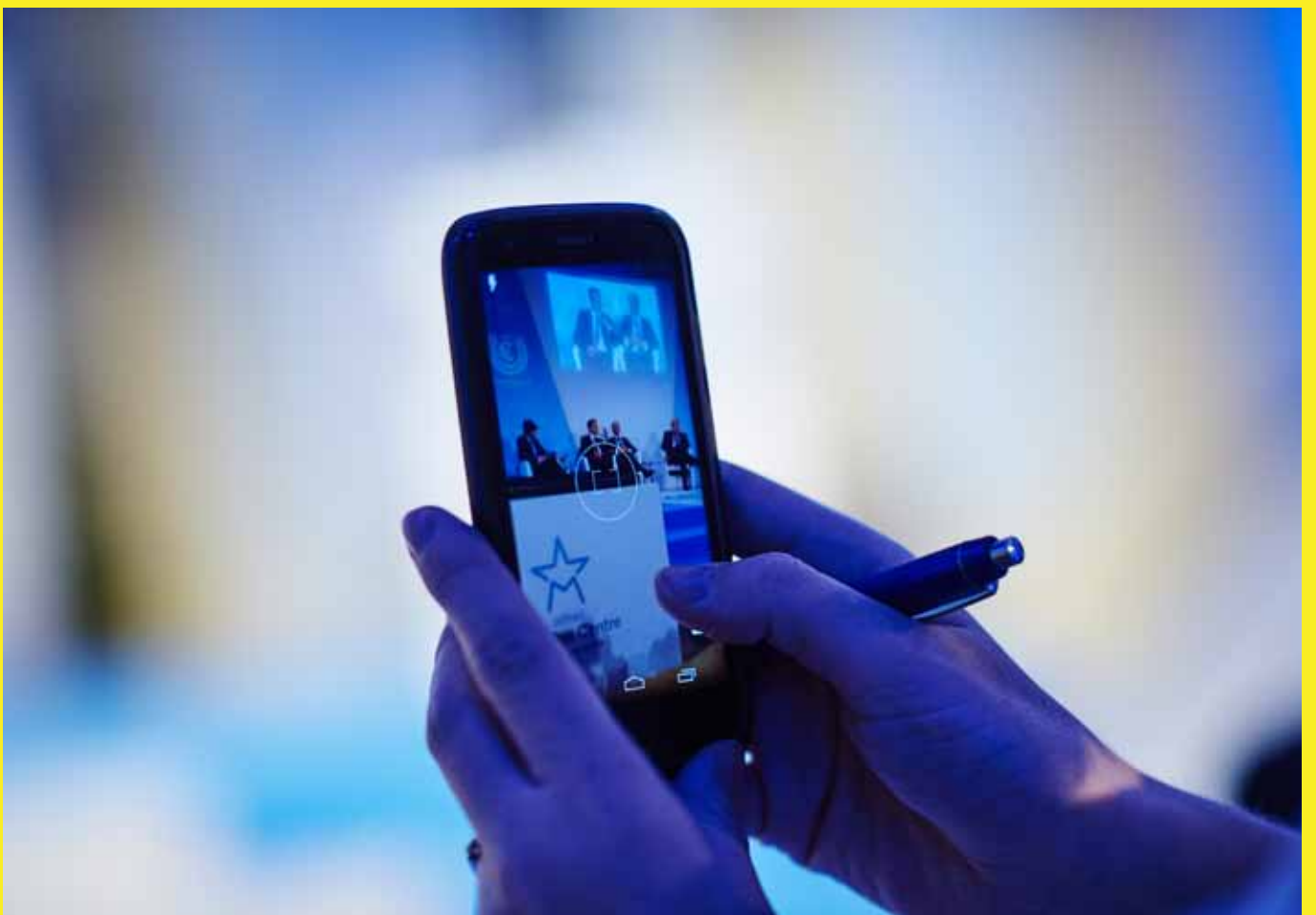


TOP ACTIONS



DEVICE BREAKDOWN





## Partners



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Partners:



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**INSTITUTE  
FOR MODERN  
SLOVAKIA**



### ***Institute for Modern Slovakia***

The Institute for Modern Slovakia (IPMS) is the political foundation of the SDKÚ-DS party in Slovakia, established in March 2007. Its goal is to create a space for further education, lifelong enhancement of knowledge and skills of centre right-wing oriented people, whose views, opinions and attitudes are close to SDKÚ-DS, with a special focus on education for party members.

### ***Anton Tunega Foundation***

The Anton Tunega Foundation has been the official think tank Christian Democratic Movement (KDH) for the last 20 years. The foundation is pro-European and supports conservative and centre right values. They organise seminars, training courses, roundtable discussions and conferences in cooperation with their national and international partners. They aim to examine and shed a new light on current issues in society and to propose responsible solutions. The mission of the Anton Tunega Foundation is to promote a new generation of professional, conservative leaders, able to take responsibility in leading the country in the right direction.



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If interested in our sponsorship package, please contact:

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## Economics Ideas Forum Bratislava 2014



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