



SCHEDULE

Driving Growth in Europe through Exports: The Role of EU Trade and Tourism Policy

Wednesday 17 October
15:00-17:00
Room: PHS 5B001

15:00

Welcome by Silvana Koch-Mehrin, MEP and Member of the INTA Committee

Keynote by Pascal Lamy, Director General of the World Trade Organisation

Followed by brief Q&A Session with Pascal Lamy

Speech by Frank Hoffmeister, Deputy Head of Cabinet to Karel de Gucht, European Commissioner for Trade

Speech by Bernard Gustin, Brussels Airlines CEO and President of European Association of Airlines

Speech by Armando Branchini, European Luxury Brands Association President

Q&A with public moderated by Silvana Koch-Mehrin

17:00

End and networking cocktail with DJ