

Bloomberg New Economy Gateway Europe

DRAFT PROGRAM

WEDNESDAY, APRIL 19, 2023

7:00 AM Registration Opens

7:30 AM Breakfast and Networking

8:30 AM Morning Plenary Begins

8:40 AM **Europe's Role in a Divided World**

Russia's invasion of Ukraine has united Europe behind a common cause and fast-tracked NATO membership for Finland and Sweden. Now, that solidarity is being tested – by the heavy cost of protracted war, by America's tilt towards protectionism, and by China's pursuit of geopolitical power. Can Europe satisfy both its economic needs and its security imperatives? What's the best way forward for European diplomacy?

9:10 AM **Spotlight on European Banking**

9:30 AM **Reglobalization: The Transformation of Trade and Supply Chains**

Deglobalization is a myth. Instead, the world is reglobalizing, with supply chains and trading routes in the process of being redefined by geopolitical tensions, climate, and legislation such as Europe's carbon border tax. The contours of commerce are changing rapidly. How will manufacturers adapt to this new paradigm? What can governments do to capture more value? Where does the exodus of manufacturing and money out of China end up?

10:10 AM Coffee Break

10:40 AM **Wouldn't it be Fab: Can Europe be a Semiconductor Giant?**

The race to end Asia's dominance in semiconductors is underway. While the European Union aims to double its share of the global chip market by 2030, the US government is pumping \$280 billion into domestic research and manufacturing. What combination of policies and incentives will attract investment by the industry's giants? Which region can fill the gaps in skilled labor? Will Europe back the US effort to starve China of key chip technologies?

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- 11:00 AM **Navigating Europe's New Business Landscape**
As Europe and its key trading partners keep struggling to find the right mix of rules governing the movement of goods and services, business is caught in the middle. It's a disadvantage the region's companies can ill afford amid fallout from Russia's war in Ukraine, American protectionism and China's ambitions. How are CEOs managing through the uncertainty? Will the progress made in recent talks resolve outstanding issues between the EU and the UK? Can companies and industries play useful roles as geopolitical actors?
- 11:30 AM **Spotlight on AI**
- 12:15 PM **Lunch Break**
- 1:00 PM—**Breakout and Roundtable Sessions**
2:00 PM **Bilateral Meetings**
- 2:15 PM **Afternoon Plenary Begins**
- 2:15 PM **Into the Metaverse**
It's been billed as bigger than the internet. Before long (and probably sooner than anyone expects) we'll all be leading second lives in an immersive virtual reality known as the metaverse. And just like the world wide web in the 1990s, it heralds not only a brave new era for creativity and commerce – but also a minefield of misdeeds and manipulation. The spoils are certain to be great; that's why Facebook changed its name to Meta. But it's also why a battle has broken out over who'll ultimately own this emerging reality. Will it be decentralized and free-wheeling or highly curated and corporate? Who'll make and enforce the rules? Will it be free or, like Facebook and Gmail, accessible in exchange for personal data? Who'll safeguard privacy?
- 2:45 PM **Sky's the Limit: Where Aviation is Headed Next**
Flights at five times the speed of sound. Renewable jet fuels. Hydrogen power. Robotic pilots. Air taxis. They're all frontiers in the future of aviation, and, thanks to major advances in multiple technologies, all increasingly within reach. As the industry looks toward its first year of profitability since 2019, which key decisions will determine how it evolves? Can air travel ever be genuinely sustainable? Will a viable

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competitor emerge for the Boeing-Airbus duopoly?

3:15 PM The Policymakers View

3:35 PM Plenary Closing Remarks

3:30 PM— Breakout and Roundtable Sessions

4:30 PM Bilateral Meetings

6:00 PM— Gala Dinner Welcome Cocktail Reception

7:00 PM

7:00 PM— Gala Dinner

9:00 PM

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THURSDAY, APRIL 20, 2023

7:00 AM Registration Opens

8:00 AM Breakfast and Networking

9:00 AM Morning Plenary Begins

9:10 AM [Europe's Cost-of-Living Crisis](#)

Like their US counterparts, ECB policy makers have tackled the skyrocketing price of goods and services by jacking up interest rates. Now they're at a crossroads. Further increases in borrowing costs threaten to imperil finances in countries such as Italy. But inflation remains too high, in part because of Russia's war in Ukraine. If every decision is a trade-off, what's the least bad option for Europe?

9:40 AM [Out of Gas: The Next Chapter for European Energy](#)

Europe may have enough natural gas to get through the middle of 2023. But what happens after that? Industry can't operate under the threat of rationing – Germany's BASF is already downsizing on the continent while expanding in China – and government can't afford to keep subsidizing the cost of energy. Even if Europe succeeds in reducing power consumption, how will it manage the competing demands for limited supplies?

10:10 AM [The Global Battle for Clean Energy Investment](#)

10:20 AM [The Green-Energy Gold Rush](#)

As the world races to advance clean technologies and expand renewable energy, the competition for resources, talent and investment is heating up. The U.S. Inflation Reduction Act (IRA) has flooded the green-energy sector with protectionist subsidies, and Europe, the longtime leader in clean-tech policy, now finds itself faced with a difficult decision: do nothing and risk losing jobs and industry to America, or counter with its own support package, and fuel a state-support race to the bottom. How will businesses take advantage of these opportunities, navigate a newly daunting regulatory landscape, and keep costs in check? One thing is certain: everything in the clean-energy sector is coming up green.

10:50 AM Coffee Break

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- 11:20 AM Bloomberg Economics Presentation
- 11:25 AM **Building a Thriving Knowledge Economy**
As countries across Europe attempt to grow their economies into magnets for investment in healthcare, financial services and high technology, what features are most attractive to businesses evaluating expansion plans? What market conditions are needed to create the kind of ecosystem that sways entrepreneurs to invest, and how can current knowledge hubs protect their edge?
- 11:50 AM **The Brussels Effect: Regulating the World**
By taking the lead on rulemaking for everything from data privacy to environmental protection to food safety, the European Union has become the de facto regulator to the world. One challenge, however, is enforcing the law promptly, consistently and globally. Another is the growing opposition to prescriptive standards and the sheer cost of compliance. If the EU is indeed overreaching, how long can it continue to wield such control over global commerce? What regulations need scrutiny and possibly a rethink?
- 12:15 PM Lunch Break
- 1:00 PM— Breakout and Roundtable Sessions
2:00 PM Bilateral Meetings
- 2:15 PM Afternoon Plenary Begins
- 2:15 PM **Out of the Rubble: Can Crypto Make a Comeback?**
Crypto's epic collapse in 2022 didn't just erase billions of dollars in market cap, burning even the most sophisticated investors, it shattered faith in the ideal of a decentralized financial system. Now, as the industry struggles to rebuild credibility, it faces a regulatory crackdown. The odds of a comeback seem dauntingly long, but crypto has done it before. We explore the cases for and against.
- 2:45 PM **Fighting Back Against Cyber Attacks**
- 3:10 PM Bloomberg New Economy Gateway Europe Concludes