
How to make the European Industrial Deal succeed – going beyond national approaches towards a European solution for clean industry

Tuesday, 11 June 2024, 12:30- 18:00 | In-person event

Representation of the State North Rhine-Westphalia to the European Union
Rue Montoyer 47, 1000 Brussels

The new EU legislative cycle offers fresh opportunities to boost the transformation of European industry and set international standards for the production of climate friendly products.

By building on the strengths of the European Green deal, the EU can create vital incentives to scale up renewables, make significant energy efficiency gains, create green jobs of the future and decarbonise not only its domestic production but also global value chains. The numerous border carbon adjustment (BCA) instruments announced in other countries are evidence of the lighthouse effects of the European Green deal. At the same time, the crises in recent years have shown the importance of a resilient European industry. The upcoming US election is just one example of potential future disruptions.

European industry faces three major challenges today: First, it must transform dramatically in the next decade to align with the European Green Deal objectives. Second, it needs to define and better integrate the strategic autonomy objective. Third, it must agree and pursue policies for its long-term competitiveness.

To tackle these challenges, Europe will have to establish strategies which accommodate all of those goals and help them reinforce each other. It must identify those areas where the EU is already doing well and those where additional measures may be necessary. The 27-nation bloc also has to pursue a more integrated approach to industrial policy that can address the scale of this collective challenge, rather than resort to inefficient industrial nationalism.

Join leading decision-makers from European industry and national and EU policy circles at this event to discuss the opportunities and challenges resulting from the transition to clean industry in Europe. Hear perspectives from France, Germany, and Poland on a European industrial vision for the next decade. Learn what they are doing to implement the EU Green Deal and the Green Deal Industrial Plan in practice and discuss which gaps remain to be closed as part of the next European legislative cycle.

Registration

Participation in the event is free of charge. Further information and the option to register can be found on our website: <https://www.agora-industry.org/news-events>

Recording

We are going to record the event and publish it on our website afterwards.

Programme

12:30 Lunch & registration

Moderation: [Sonja van Renssen](#), Editor in Chief, Energy Monitor

13:30 Welcome & introduction

[Rainer Steffens](#), Head of North Rhine Westphalia (NRW) representation to the EU
[Frauke Thies](#), Executive Director, Agora Think Tanks

13:35 Fireside chat: **What gaps in industrial policy does the EU need to address?**

[Marco Mensink](#), Director General & Executive Director Sustainability Forum, Cefic
[Judith Kirton-Darling](#), General Secretary, IndustriAll-Europe
[Frank Peter](#), Director, Agora Industry

14:10 Panel 1: **How to promote clean manufacturing in Europe in a globally competitive environment?**

[Karol Wolff](#), Strategy and Strategic Director, Orlen
[Ann Mettler](#), Vice President Europe, Breakthrough Energy
[Jacek Truszczynski](#), Deputy Head of Unit, DG GROW, European Commission
[Joanna Maćkowiak-Pandera](#), President, Forum Energii

15:00 Coffee break & networking (30 minutes)

15:30 Panel 2: **How to incentivise demand for European clean tech and climate friendly products?**

[Annie Heaton](#), CEO, Responsible Steel
[Alberto Parenti](#), Team Lead for Ecodesign, DG GROW, European Commission
[Winston Beck](#), Head of Government Affairs, Heidelberg Materials
[Nicolas Berghmans](#), Lead European Affairs, IDDRI

16:20 Coffee break & networking (30 minutes)

16:50 Panel 3: **European support for national transformation challenges – What should the next European Commission do to achieve a sustainable, resilient, and competitive industrial sector by 2035?**

[Matthias Buck](#), EU Director, Agora Energiewende
[Pascal Canfin](#), Member of the European Parliament, Renew
[Michael Bloss](#), Member of the European Parliament, Alliance 90/The Greens
[Marcin Korolec](#), President of the Institute for Green Economy, Former Minister of the Environment, Poland

17:50 Highlights & conclusion

[Frauke Thies](#), Executive Director, Agora Think Tanks
[Céline Kauffmann](#), Programme Director, IDDRI
[Joanna Maćkowiak-Pandera](#), Director, Forum-Energii

18:00 Networking & drinks
