



**INDUSTRY TRANSFORMATION
CHANGING BUSINESS MODELS AND INDUSTRIAL STRATEGY**

Wednesday 24 February 2021
18h30 - 20h00
Virtual Meeting

PROGRAMME

18h30 WELCOME & INTRODUCTION BY THE CHAIR

- Dragos PÎSLARU MEP, Rapporteur on the Recovery Facility & Shadow Rapporteur Opinion on InvestEU Programme, Coordinator Renew Europe Employment & Social Affairs Committee

18h35 CHANGING BUSINESS MODELS AND INDUSTRIAL STRATEGY

- Maive RUTE, European Commission, Deputy Director-General for Internal Market, Industry, Entrepreneurship & SMEs, DG GROW

18h45 ROUNDTABLE DISCUSSION

- Scott RAFKIN, VOLVO Group, Executive Vice President & Chief Digital Officer

Responding MEP:

- Maria GRAPINI MEP, Vice-Chair Internal Market Committee, Substitute Member of the Transport Committee, Shadow Rapporteur on the Marketing of Construction Products

Q&A - MEPs & Manufacturers

19h10 • Jost BACKHAUS, ENERCON, Chief Operating Officer

Responding MEP:

- Alex AGIUS SALIBA MEP, Rapporteur on The Digital Service Act, Internal Market Committee, Former adviser to Commissioner Dalli

Q&A by MEPs & Manufacturers

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19h35 • Kai LÜCKE, ZF Friedrichshafen AG, Senior Vice President & Head of Group External Affairs

Responding MEP:

- Vlad-Marius BOTOȘ MEP, Opinion Rapporteur on the Strategic Innovation Agenda of the European Institute of Innovation & Technology & Opinion Shadow Rapporteur on New Industrial Strategy for Europe, Internal Market Committee, former production manager of an automotive company

Q&A by MEPs & Manufacturers

19h55 **RESPONSE BY THE EUROPEAN COMMISSION**

- Maive RUTE, European Commission, Deputy Director-General for Internal Market, Industry, Entrepreneurship & SMEs, DG GROW

20h00 **CONCLUDING REMARKS**

- Antony FELL, EUROPEAN FORUM FOR MANUFACTURING, Secretary General