

European Business Summit gathers business and political leaders in Brussels

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The annual European Business Summit took place at Egmont Palace in Brussels on May 22-23, with numbers reaching 2,200 participants, 200 media representatives, and 150 renowned speakers.

The European Business Summit is an annual event that features speakers from senior levels of government and from the leadership of prominent European businesses. This event facilitates discussion on a variety of topics spanning political, social, and environmental challenges. This year's speakers included: Pierre Moscovici, Jean- Pierre Clamadiou, Wolfgang Schaeuble, and Didier Reynders

Sessions were divided into two days, citizen and business day. Sessions on citizen's day included: "In a Post-Truth Era, What are the Challenges for Social Media", a session designed to help participants navigate the modern world where traditional and social media have merged and created an environment where emotions often cloud fact. Also on citizen's day was "Protecting your Business from the Risks of Brexit" which offered business owners insight from the CEO of Brexit Analytics, Garvan Walshe. Sessions on business day included "How Will Europe Look in 2019?" which discussed the future of Europe after leadership elections in France, Germany, and the Netherlands. Business day also included "Retaining and Attracting Young Talent in Europe", a session on the methods employers had been using to attract young talent and methods employers should use going forward.

In conjunction with the European Business Summit, the European Commission launched the new initiative *Employers together for integration* during the second meeting of the European Dialogue on Skills and Migration. This initiative will increase the visibility of employer efforts to integrate refugees and other migrants into the labour force. According to a European Commission press release "When migrants are effectively integrated into the host society, they can help improve the functioning and performance of the labour market, as well as support fiscal sustainability."

In addition, the Tata Consultancy Agency, a strategic partner of the European Business Summit, announced a new campaign named #DigitalDirections to praise the important role technology has in developing the future economy of Europe. The website is run by Tata Consultancy Services and serves as a platform to share viewpoints and observations on the innovations behind the Fourth Industrial Revolution.

The European Business Summit also holds monthly steering committee meetings prior to the annual event. The meetings usually consist of short presentations from a guest speaker, updates on the summit program, an opportunity for members to share suggestions and comments, and networking time.