



MEDIA DOSSIER

7TH EDITION

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WHAT IS THE EUROPEAN PARLIAMENT OF ENTERPRISES?

Every two years, the European Parliament of Enterprises™ (EPE) brings together business owners and entrepreneurs from across Europe to the European Parliament hemicycle in Brussels debating and voting on some of the most crucial issues for businesses on the EU agenda.

Since its first edition in 2008 during Eurochambres' 50th anniversary year, the event has continued to grow in stature, and now more than 700 participants essentially become Members of the European Parliament for a day, making it the biggest EU-level event giving the floor directly to business owners and entrepreneurs.

The event is organised by Eurochambres with the patronage of the European Parliament.

A more business-friendly Europe

The European Parliament of Enterprises (EPE) arose from a growing concern about a widening gulf in communications and understanding between EU institutions and the main drivers of economic growth — Europe's entrepreneurs. An impression was gaining ground that legislators were not fully aware of entrepreneurs' concerns while, for their part, businesses did not know enough about the European Union's role and how it works.

After 17 successful years, the EPE has a track record of helping institutions understand the needs, the concerns, and the challenges faced by companies every day, as it works towards building a more business-friendly Europe.

The EPE comprises the number of entrepreneurs approximately equal to the number of MEPs in the European Parliament and follows a similar breakdown by country. 674 seats are allocated to the EU Member States, while 63 seats are allocated to entrepreneurs from non-EU countries who are members of the Eurochambres network.

PROGRAMME

08:30 – 11:00	REGISTRATION AND WELCOME COFFEE
11:00 – 11:50	OPENING
	<p>Victor Negrescu, Vice-President of the European Parliament Vladimír Dlouhý, President of Eurochambres</p> <p>Moderator: Ben Butters, Eurochambres CEO</p>
11:50 – 12:50	<p>FIRST SESSION – SUCCEEDING GLOBALLY: EUROPE’S TRADE STRATEGY IN A CHANGING LANDSCAPE</p> <p>Scene-setter: Jörgen Warborn, Member of the Committee on International Trade, Member of the European Parliament</p> <p>Debate with MEPs</p> <p>Entrepreneurs vote on 5 questions</p> <p>Reaction from Joanna Szychowska, Director in Directorate-General for Trade and Economic Security, European Commission</p>
12:50 – 14:20	NETWORKING LUNCH

14:20 – 15:20	<p>SECOND SESSION – SECURING EUROPE’S FUTURE: MARKET ACCESSIBILITY FOR GROWTH AND INVESTMENT</p> <p>Scene-setter: Anna Cavazzini, Chair of the Committee on the Internal Market and Consumer Protection, European Parliament</p> <p>Debate with MEPEs</p> <p>Entrepreneurs vote on 5 questions</p> <p>Reaction from Dóra Dávid, Member of the Committee on the Internal Market and Consumer Protection, Member of the European Parliament</p>
15:20 – 16:20	<p>THIRD SESSION – DRIVING SUSTAINABLE GROWTH: DELIVERING DECARBONISATION THROUGH A COMPETITIVE INDUSTRY</p> <p>Scene-setter: Christian Ehler, Member of the Committee on Industry, Research and Energy, Member of the European Parliament</p> <p>Debate with MEPEs</p> <p>Entrepreneurs vote on 5 questions</p> <p>Reaction from Eric Mamer, Director-General for Environment, European Commission</p>
	CLOSING
16:20 – 16:40	Vladimír Dlouhý , President of Eurochambres

SUMMARY OF MEDIA OPPORTUNITIES

Note: If possible, we greatly appreciate you sharing interview requests in advance via press@eurochambres.eu to facilitate a smooth process during EPE2025.

TIME	EVENT / LOCATION	MEDIA OPPORTUNITY	
8:0 –10:00	Programme of national delegations	Interviews with national representatives (contact your national press officer for further info)	Media accreditation
08:30–11:00	Companies enter the European Parliament Networking breakfast <i>Area Yehudi Menuhin 2nd floor</i>	Interviews with entrepreneurs and accompanying delegations Group photographs of national delegations / in front of Hemicycle	Interviews with speakers
11:00–11:50	Opening session <i>Hemicycle</i>	Coverage of interventions by high level authorities Official photograph of keynote speakers	Debates can be followed from Gallery or from Press Room
11:50–12:50	Session 1 International Trade <i>Hemicycle</i>	Interviews with scene-setters, entrepreneurs, and accompanying delegations	
12:50–14:20	Networking lunch <i>Area Yehudi Menuhin 2nd floor</i>		Journalists invited to networking lunch
14:20–15:20	Session 2 Single Market <i>Hemicycle</i>		Debates can be followed from Gallery or from Press Room
15:20–16:20	Session 3 Sustainable Growth <i>Hemicycle</i>		
16:20–16:40	Closing session <i>Hemicycle</i>		
Evening		Press release with voting results	

DEBATE TOPICS

The EPE comprises three sessions of 60 minutes each.

Session 1: Succeeding Globally: Europe's trade strategy in a changing landscape.

Session 2: Securing Europe's Future: Market accessibility for growth and investment.

Session 3: Driving sustainable growth: delivering decarbonisation through a competitive industry.

All sessions follow this structure:

- Opening by the Moderator, welcoming guest speakers
- Introductory video
- Scene-setter introduction
- MEPEs debate
- Entrepreneurs vote on 5 questions
- Voting results appear on screen
- Reaction by EU representative speaker
- Session closure by the Moderator

Language

The main language of the event is English. Simultaneous interpretation is available in French, Greek, German, Italian, Polish and Spanish.

SESSION 1 – SUCCEEDING GLOBALLY: EUROPE'S TRADE STRATEGY IN A CHANGING LANDSCAPE (11:50 – 12:50)

The Trump II term started with the imposition of a series of sweeping tariffs, not just on the EU but on countries around the world. This has upended the predictability of the multilateral rules-based trading system that the US itself, along with the European Union and several other countries, helped create. In a context of heightened instability and increasing geopolitical confrontation simultaneously spanning different countries and sectors, this session will try to highlight strategies for businesses to navigate a fractured and volatile global trading environment and explore how the EU can help companies in these difficult times.

Additionally, it will focus on enhanced cooperation between the business community in the EU and in the candidate countries/ neighbouring countries would facilitate their integration in the EU value chains and boost trade and investment relations between the EU, the candidate countries / neighbouring countries.

International Trade | Fragmentation | Protectionism | Internationalisation of SMEs | Economic Security

Scene-setter for this session:

Jörgen Warborn, Member of the Committee on International Trade, European Parliament (TBC)

Questions for voting

1. Should the EU engage more with the candidate /potential candidate countries to integrate them gradually into the Single Market?
2. Is your business experiencing a negative effect from the US tariffs and has this resulted in decreased investments abroad?
3. Is the EU doing enough to help your business navigate geopolitical risks through FTAs with third countries?
4. Does Europe need a more pragmatic approach to fostering partnerships with third countries?
5. Do you observe that geopolitical tensions since the start of the year have led to additional bottlenecks in supply chains?

Reaction from Joanna Szychowska, Director in Directorate-General for Trade and Economic Security, European Commission

SESSION 2 – SECURING EUROPE’S FUTURE: MARKET ACCESSIBILITY FOR GROWTH AND INVESTMENT (14:20 – 15:20)

As Europe navigates an evolving economic landscape, it is essential that the full potential of the single market is harnessed. This session will consider how to drive growth and mitigate external economic pressures by strengthening the single market. Special attention will be given to targeted regulatory burden reduction measures and how these can foster a more agile business environment. From scaling up businesses to enhancing economic security, tackling regulatory burdens, or focusing on eliminating the barriers to the free movement of goods, services and people, business representatives will be able to reflect on key policies that shape Europe’s resilience and prosperity.

Participants will also explore how the EU budget can be strategically leveraged to improve liquidity and provide targeted financial support for businesses, particularly those seeking to expand across borders. Furthermore, it is crucial to prepare the EU candidate countries for their gradual integration into the single market. This will help align regulatory frameworks even before EU accession, ultimately benefiting both current and future member states.

Single Market | Free Movement | Scaling Up | EU Budget | Burden Reduction | Cross-Border Investment

Scene-setter for this session:

Anna Cavazzini, Chair of the Committee on the Internal Market and Consumer Protection, European Parliament

Questions for voting

1. Is the single market sufficiently integrated, allowing your company to operate and compete freely? (asked at previous editions)
2. Should the EU and member states strengthen enforcement mechanisms against breaches of single market rules?
3. Do you support extending automatic recognition of professional qualifications across the EU to more professions?
4. Should the development of AI integration strategies be considered a priority for European businesses?
5. Is stronger EU action needed to protect consumers from unsafe or counterfeit products entering the single market

Reaction from Dóra Dávid, Member of the Committee on the Internal Market and Consumer Protection, Member of the European Parliament

SESSION 3 – DRIVING SUSTAINABLE GROWTH: DELIVERING DECARBONISATION THROUGH A COMPETITIVE INDUSTRY (15:20 – 16:20)

A thriving business environment that promotes sustainable practices and innovation must build on clear and simple rules. European entrepreneurs need to be enabled to invest in new technologies in order to contribute to EU climate action and enhance circularity, not spending time, money, and human resources on filling in forms and reporting on their activities. Ensuring affordable energy and easier access to sustainable finance can certainly contribute to this aim.

Europe has historically built its global competitive advantage on its strong industrial base. However, this leadership has diminished due to high a variety of input and output related factors. With the growing risk of deindustrialization, EU institutions must establish the right framework to close the gap and ensure that European businesses continue to grow, create jobs and contribute to the development of the economy.

Simplification | Circularity | Affordable Energy | Sustainable Finance | Industrial Strategy | Innovation

Scene-setter for this session:

Christian Ehler, Member of the Committee on Industry, Research and Energy, Member of the European Parliament

Questions for voting

1. Are high energy costs making it harder for businesses to remain competitive and invest in the sustainable transition?
2. Has there been a noticeable reduction in administrative or regulatory burdens in the past 12 months?
3. Should the EU strengthen industrial competitiveness by boosting demand for European clean and low-carbon technologies?
4. Is sustainability reporting an effective tool for companies to strengthen competitiveness while advancing sustainability?
5. Should EU member states increase their national contributions to the long-term EU budget (MFF 2028-2034)?

Reaction from Eric Mamer, Director-General for Environment, European Commission

SPEAKERS

OPENING SESSION



Victor Negrescu, Vice-President of the European Parliament

Victor Negrescu is a Romanian politician who was elected Vice-President of the European Parliament in 2024. Holding a doctorate from the National University of Political Studies and Public Administration (SNSPA), Bucharest, Mr Negrescu started his professional career as a journalist at Radio France Internationale. He also worked as an advisor for several high-ranked decision-makers

and served as the Romanian Minister Delegate for European Affairs from 2017 to 2018.

Mr Negrescu joined the European Parliament in 2020, where he served as a member of several committees since. Currently, he is the general rapporteur for the European Union budget for 2025 and a member of the Committee on Budgets, the Committee on Legal Affairs and the Subcommittee on Public Health.

Vladimír Dlouhý, President of Eurochambres

Vladimír Dlouhý is the President of Eurochambres and former President of the Chamber of Commerce of Czech Republic. In addition, he is a qualified mathematician with a PhD from the Czechoslovak Academy of Sciences and a member of the International Advisory Group of Goldman Sachs International in London. He further sits on the Supervisory Group of Kooperativa, a.s. in Prague and Česka Zbrojovka Group SE. He also chairs the Advisory Board of the Meridiam Infrastructure in Paris.



From 1989 to 1990, he served as Deputy-Prime Minister of the Czechoslovak Government. In June 1990 was elected to the Federal Parliament, appointed as the Federal Minister of Economy. In 1992, after the separation of Czechoslovakia, he became Minister of Industry and Trade of the Czech Republic.

In addition, he is an associated professor at the Faculty of Social Sciences, Institute of Economic Studies, Charles University in Prague and a member of the Board of Directors of the Czech Technical University and the Brno University of Technology. Until 2013, he was member of the Board of International Overseers of the Illinois Institute of Technology.

Mr Dlouhý holds degrees in Mathematical Economics and Econometrics from the Prague School of Economics and Mathematical Statistics and Probability from Charles University. He holds an MBA from the Catholic University of Louvain and a PHD from the Czechoslovak Academy of Sciences. He is fluent in English, Spanish and Russian and speaks French and German.

FIRST SESSION – SUCCEEDING GLOBALLY: EUROPE’S TRADE STRATEGY IN A CHANGING LANDSCAPE



Jörgen Warborn, Member of the Committee on International Trade, European Parliament

Jörgen Warborn is a Swedish entrepreneur and politician from the Moderate Party, currently serving his second term as a Member of the European Parliament (2019–2029). He is a dedicated advocate for free trade and reducing bureaucracy to empower European businesses.

In the European Parliament, Warborn serves as a Member of the Committee on International Trade, where he is also the EPP Group Coordinator. He is a Substitute Member of both the Committee on Industry, Research and Energy and the Committee on Legal Affairs. His work focuses on creating a more competitive and innovation-friendly Europe.

He is a Board Member of the EPP SME Circle, and serves as President of SME Global and SME Europe, two key organizations affiliated with the EPP political group. Since 2016, he has also been the National Chairman of the Moderate Party’s Business Council. Currently, he is the rapporteur for the EU’s first Omnibus Simplification Package, an initiative aimed at cutting red tape for European companies.

Joanna Szychowska, Director in Directorate-General for Trade and Economic Security, European Commission

Joanna Szychowska is Director responsible for Far East, Services and Investment, Digital Trade, Intellectual Property and Public Procurement in Directorate-General for Trade and Economic Security of the European Commission.

She is in charge of the EU trade and investment strategy and policy towards China, Japan, Republic of Korea and Taiwan. She also leads the development, negotiation and implementation of rules and policies in the fields of digital trade, intellectual property and public procurement as well as services and investments, in bilateral, regional and multilateral fora.

From September 2009 to January 2022, she was heading EU public procurement policy and enforcement of the legislation Unit and subsequently, Mobility Unit in DG for Internal Market, Industry, Entrepreneurship and SMEs.

She was previously a member of the Cabinet of Commission Vice President Günter Verheugen, responsible for Enterprise and Industry and between 2004 and 2007, a member of the Cabinet of Commissioner Danuta Hübner, responsible for Regional Policy.



SECOND SESSION – SECURING EUROPE’S FUTURE: MARKET ACCESSIBILITY FOR GROWTH AND INVESTMENT



Anna Cavazzini, Chair of the Committee on the Internal Market and Consumer Protection, Member of the European Parliament

Ms Cavazzini is a German politician and political scientist, serving as a Member of the European Parliament since 2019. She currently chairs the Committee on the Internal Market and Consumer Protection, where she has been a strong advocate for fair consumer rights, sustainable markets, and digital policy. In addition, she is a deputy member of the Committee on International Trade and Vice-President of the Parliament’s Delegation to Brazil, reflecting her long-standing focus on global trade relations and international cooperation.

Before her election to the European Parliament, Ms Cavazzini worked extensively on international policy, human rights, and sustainable development. She advised the German Federal Foreign Office, the United Nations General Assembly, and civil society organisations such as Brot für die Welt and Campact.

Dóra Dávid, Member of the Committee on the Internal Market and Consumer Protection, Member of the European Parliament

Dóra Dávid was elected to the European Parliament in 2024, where she focuses on digital policies and the simplification agenda. She is also part of the SME Circle in the European People’s Party, and is one of the leading voices in the protection of minors online.

Before entering politics, she worked as legal counsel in major international companies. Prior to that she worked in law firms, NGOs and the European Commission where she gained expertise in competition, consumer and data protection law. .



THIRD SESSION – DRIVING SUSTAINABLE GROWTH: DELIVERING DECARBONISATION THROUGH A COMPETITIVE INDUSTRY



Christian Ehler, Member of the Committee on Industry, Research and Energy, Member of the European Parliament

Dr. Christian Ehler has been a Member of the European Parliament for Brandenburg since 2004 and is a member of the European People's Party (EPP/CDU) group. He has also been a member of the Committee on Industry, Research and Energy (ITRE) since 2004, where he is serving as coordinator of the EPP group since 2019.

During his term from 2019 to 2024, Dr. Ehler was, among other things, rapporteur for the "Strategic Technologies for Europe Platform" (STEP) and the "Net Zero Industry Act" (NZIA).

Eric Mamer, Director-General for Environment, European Commission

Eric Mamer was appointed Director-General for Environment on 1 July 2025. With over 30 years at the European Commission, his previous roles include Chief Spokesperson for the European Commission from 2019 to 2024, Director for Competitiveness at the Directorate-General for the Internal Market, and Deputy-Head of Cabinet for Commissioner Günther H. Oettinger. Mr Mamer has extensive experience on EU policies and their implementation.



CLOSING SESSION

Vladimír Dlouhý, President of Eurochambres

Vladimír Dlouhý is the President of Eurochambres and former President of the Chamber of Commerce of Czech Republic. In addition, he is a qualified mathematician with a PhD from the Czechoslovak Academy of Sciences and a member of the International Advisory Group of Goldman Sachs International in London. He further sits on the Supervisory Group of Kooperativa, a.s. in Prague and Česka Zbrojovka Group SE. He also chairs the Advisory Board of the Meridiam Infrastructure in Paris.



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MODERATOR



Ben Butters, Chief Executive Officer at Eurochambres

Appointed CEO in 2020, Mr Butters has been with Eurochambres since 2008. For several years before joining Eurochambres, he set up his own business providing EU advocacy support to small business associations.

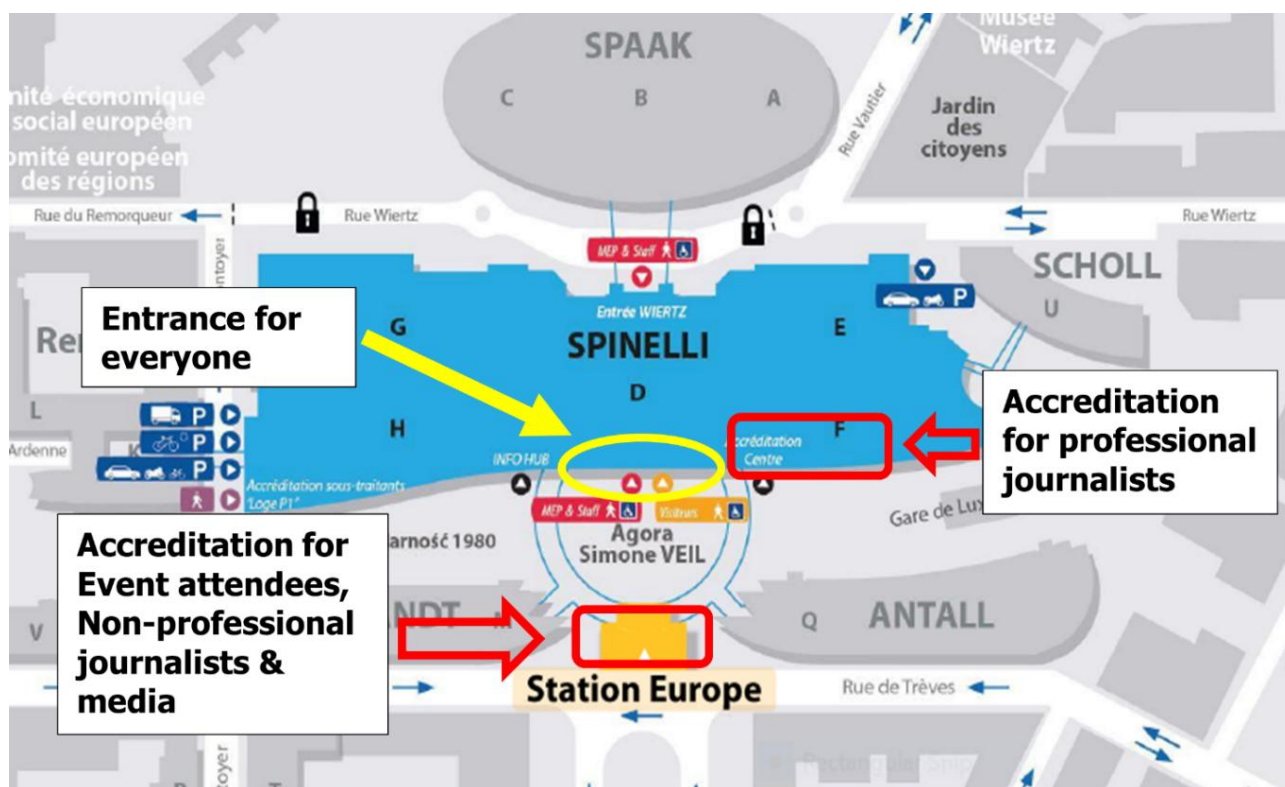
He also has extensive experience in the European Commission and the European Parliament and has worked for a network of innovation centres.

PRACTICAL INFORMATION FOR JOURNALISTS

Access to the Hemicycle

For professional journalist accreditation, there are three possible scenarios:

- Professional journalists who have never before been issued with a badge must request and collect a badge at the Accreditation Centre.
- Professional journalists already having a media badge must request a badge on the online platform for the day of the event.
- Professional journalists with an inter-institutional annual badge must call at the Accreditation Centre for a recording permit for the day, if planning to take photographs or video.



Non-professional journalists and media must go to Station Europe to pick up their badges.

It is important to **have your valid ID card/Passport** to hand to ensure a smooth and quick accreditation process.

Press Gallery

Seats are available for journalists and Press Officers in the Press Gallery, on the fourth floor. The other seats in the Gallery are occupied by guests and accompanying delegations (Chambers of Commerce).

Press facilities and press room

Once accredited, media professionals will be able to access the Parliament's press facilities and the press room. Further details can be found here: [European Parliament Audiovisual Services](#).

Morning programme

Some national delegations will organise their own morning programme before the EPE, focusing on networking with European institution representatives, including meetings with their national MEPs. Journalists should get in touch with the respective national delegations to be aware of the national morning programmes. The contact list of the national coordinators can be found on the EPE website <https://www.parliament-of-enterprises.eu/contact>

Internet streaming

- The entire event will be transmitted LIVE, from 11:00 to 16:40 CET at the European Parliament website: <https://www.europarl.europa.eu/streaming/?event=20251104-1100-SPECIAL-OTHER-1>
- The recording will be accessible on our [official website](#) shortly after the event.

Interview opportunities

Entrepreneurs, speakers and chamber representatives will be available on 4 November for press, TV or radio interviews. Eurochambres team or your National Press Officer should be contacted in advance to schedule the interviews.

Social media

All updates concerning the event as well as LIVE tweets can be followed through the hashtag #EPE2025. Eurochambres social media channels will actively use this hashtag on the day of the event.

- **Twitter/X** [@Eurochambres](#) & **Bluesky** [@eurochambres.bsky.social](#): Live-tweeting will be transmitted via these accounts during the event.
- **LinkedIn** [Eurochambres](#): Messages promoting the EPE will be published before the event as well as updates on the day of the event.
- **YouTube** [Eurochambres](#): Two EPE2025 promotional videos are available on this channel. In addition, the video broadcast of the event, the video interviews with some of the speakers and the participating companies and the post-event videos will be published shortly after the event ends.
- **Flickr account** [Eurochambres](#) will include an album with photographs of EPE2025, made available to the media.

Promotional tools

- Please visit our press section on our official website www.parliament-of-enterprises.eu for:
 - EPE logo in various formats
 - Promotional videos of this 7th edition
 - List of speakers and their biographies



Eurochambres – the association of European chambers of commerce and industry – represents more than 20 million businesses through its members and a network of 1700 regional and local chambers across Europe. Eurochambres is the leading voice for the broad business community at EU level, building on chambers’ strong connections with the grass roots economy and their hands-on support to entrepreneurs. Chambers’ member businesses – over 93% of which are SMEs – employ over 120 million people.

Contact:

For **general press inquiries** related to the **European Parliament of Enterprises**, please contact:

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