

## INFORMATIVE NOTE

### Asia-Europe Business Forum – Breakfast meetings

Brussels, 5 October 2010

*The 12th Asia-Europe Business Forum (AEBF 12) is organized by the Federation of Enterprises in Belgium (FEB) in cooperation with the Federal Public Service for Foreign Affairs of Belgium. This event, parallel to the ASEM 8 Summit (4-5 October 2010), will take place in Brussels on Monday the 4th of October 2010. On the following day, breakfast meetings involving ASEM Heads of State/Government and a select group of high profile business executives taking part in the AEBF 12 are scheduled to take place in the Royal Palace in Brussels, where the ASEM 8 Summit runs its course. **This note concerns exclusively the breakfast meetings.***

#### BACKGROUND – AEBF 12 :

The AEBF, one of the parallel events of the ASEM 8 Summit, was created in 1996 to strengthen co-operation between the business sectors of Asia and Europe. The 2010 (12<sup>th</sup>) Forum will be attended by some 250 invited high profile business executives, in principle three per ASEM partner country. It offers a platform for business leaders to develop recommendations to the governments. AEBF 12 has chosen to focus on the financial sector, its main theme being “Financial Services Industry: Opportunities and Challenges for Asia and Europe”.

#### GOAL:

The purpose of the breakfast meetings is to bring about interaction between ASEM Heads of State/Government and business leaders. It is conceived as an encouragement for closer interaction between the business worlds of Asia and Europe, supporting business friendly policies and generating positive spin-offs on trade and investment flows between the two

regions. This is particularly relevant for the respective financial sectors which are relatively little integrated with each other.

#### PRACTICAL ARRANGEMENTS:

##### *Date & Venue*

Tuesday, 5 October 2010, from 8.30 until 9.30 at the Royal Palace, Brussels.

##### *Composition / arrangement of groups*

The plan is to have the Heads of State/Government, the President of the European Council, the European Commission and the ASEAN Secretary General, as well as one high profile business executive from each ASEM partner country take part in the breakfast meetings (maximum 8 groups of maximum 12 persons each). Each group will have its own breakfast lounge. Each group, also, will be composed in such a way as to include a balanced composition of Asian and European Leaders and of Asian and European high profile business executives (3/3/3/3 formula). Whispering interpreters will of course be admitted out of quota.

The matrix will be set up and distributed as soon as possible in September.

##### *Invitations*

- Heads of State/Government have already been invited to the Summit and therefore also to the breakfast meeting.
- As regards the high profile business executives, each participating ASEM partner country has been requested to identify one business leader qualifying for the breakfast meetings. After identification of the high profile business executives who will take part in the breakfast meetings, a formal invitation will be issued to these business leaders.

##### *Basis of discussion*

The basis for the discussion will be a paper of two – maximum three – pages, laying out the essential issues that are relevant for the business environment of European and Asian economic actors. The paper will be distributed in advance.

As a firm rule it is established that no company-specific matters may be brought up with the ASEM Leaders.

### *Moderators*

The discussions will be moderated by one participant of each group. They will be appointed 'intuitu personae' and involve 2 Asians and 2 Europeans from each of the participating political leaders and business executives (8 in total). At the end of the breakfast meetings, the moderator should wrap up, with note-takers helping to write the summary down.

### REFLECTING THE RESULTS AT THE SUMMIT

As a result, the breakfast dialogue should come out as an event that constitutes a strong encouragement to pursue the development of business-to-business contacts and that promotes policies favorable to a wider economic relationship. There should also be a call for more similar occasions of efficient public-private dialogue.

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