Beat: Business

MEDEF CHAIRED BY G.R DE BEZIEUX ORGANIZES THE MEETING OF FRENCH ENTREPRENEURS

30 DEBATES & 150 SPEAKERS 29-30 August

Paris, Washington DC, 22.08.2022, 01:19 Time

USPA NEWS - The REF 2022 - the Meeting of Entrepreneurs of France, Summer University of Medef press by Geoffroy Roux de Bezieux, will be held on August 29 and 30, 2022 at the Longchamp hypodrome. This gigantic event of the French economy, the REF 2022, or "La Rencontre des Entrepreneurs de France" returns this year, with a much stronger program after the COVID-19 crisis, with more than 150 speakers, 30 debates and keynotes programmed in and outdoors at the Hippodrome Longchamp. The central theme will be focused on: "Euro Visions", ie debates around the After "happy globalization", and facing a world that is divided, again into blocks., given the current geopolitical context and the crisis in energy, inflation which followed the Russo-Urkainian conflict. It will also be a question of debating and proposing solutions to entrepreneurs and bosses who have to face the American, Chinese, Russian models, and answer the eternal question: can Europe assert itself and believe in its destiny? At a time when an armed conflict is on Europe's doorstep, when inflation is returning, when the question of energy supply is weakening our economies, what Europe do we want? How can Europe be sovereign? Source: MEDE

REF launched by MEDEF is “The most influential economic meeting of the start of the school year.” according to the MEDEF (movement of Entrepreneurs of France) and will bring together for two days to debate, exchange, confront ideas, within the framework of Paris Longchamp. The Medef already indicated in 2021 that: “The REF in 2021 is also an acceleration of our events to better understand, to decipher an ever more changing world. We are therefore going to increase the number of REF-labelled meetings on topics that are in the news.”
• PROGRAMM
• SPEAKERS
• PARTNERS
• REPLAYS

1st half day – Monday August 29 afternoon
2:00 p.m. – 2:40 p.m. | OPENING
Geoffroy Roux de Bezieux, president of MEDEF

2nd half day – Tuesday August 30 morning
10.30 a.m. – 11.20 a.m. | DEBATE

In search of innovation | New with old!
#(Revolution. How to become a continent of inventors again in an aging Europe? How to innovate to remain in global competition? Can we still innovate on a large scale?

12:20 p.m. – 1:10 p.m. | DEBATE
Rebirth | Industrial rearmament. Yes but how ?
Challenges. The COVID-19 health crisis has revealed a little more the vulnerability of a France without factories and the need for industrial sovereignty. With just over 13% of the active population (25.5% for Germany, 19.7% for Italy) and a contribution of only 14% to GDP (32% in Germany), industry French has experienced an almost constant decline. Two jobs out of three in the French industrial sector are relocated (52% in the United Kingdom, 38% across the Rhine). To regain its strategic independence, what levers does France have? How to find colors in a globalized and highly competitive economy? Masks, semiconductors… how to bring them back to France?
3rd half day – Tuesday August 30 afternoon
3:00 p.m. – 4:00 p.m. | DEBATE
Save the Earth | All charcoal!
#CO2. Each for himself and all for each – Fit for 55, Green deal, the ecological equation no longer really has any unknowns. Above all,

it has a cost. Does Europe have the means to become the greenest continent in the world?

4:00 p.m. – 5:00 p.m. | DEBATE (THE BOARDS)
Booster Shot | Health
#Masks. Europeans have discovered with the pandemic that their health depends on products, whether medicines or certain technologies, manufactured in third countries. And that ultimately, their health was endangered.
4.30 p.m. – 5 p.m. | CLOSING

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Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com