

May-June 2010 Events

The Lobbying Series: Focus on Finance

Book Launch: Comitology, Hijacking European Power?

24 May



Former Director General of the European Sugar Federation and Secretary General of COPA-COGECA, which represents European farmers' unions and their cooperatives in Brussels, Daniel Guéguen is also a visiting professor at Georgetown and Harvard. The author of several reference books on European public affairs and lobbying and inventor of the renowned concept of 'comitology', Daniel is Brussels' leading authority on European lobbying.

His latest book explains how the Lisbon Treaty's reforms have transformed minor European civil servants into masters of the European Union and how European public affairs experts and professional lobbyists must adapt their approach to this new context. This event is organised in partnership with **the Centre for the Study of Financial Innovation**.

Round table: Financial Lobbying

24 May



ETI's financial lobbying roundtable is a unique opportunity for London's European public affairs and financial policy experts and practitioners to learn about financial lobbying from Daniel Guéguen, Brussels' leading authority on European lobbying.

Daniel will explain how the recent Comitology reform will impact the way the UK financial services' industry should approach European policy-making. After a general overview of the impact of this reform on the UK financial sector, Daniel will detail specific implications for banking, securities and insurance professionals.

Training Seminars: EU Funding Opportunities

An Overview of EU Funding Opportunities

5 & 6 May



Directed by Stéphane Joiris, former head of the European funding branch of Ernst & Young Global Incentive Advisors and member of the R&D FP Working Group of Experts, this seminar is aimed at staff within SMEs, public organisations or research centres who work on projects that have the potential to improve Europe's competitiveness.

The first day will provide an overview of the main funding sources, tendering procedures, new opportunities and funding in the post-election environment. The second day will focus on proposal writing and project management via practical exercises and insights from a project evaluator.

The Seventh Framework Programme

7 & 8 June



The first day will provide participants with in-depth insights into the 7th Framework Programme and its funding opportunities. Specifically, the seminar will look at new budget priorities and key players in the decision-making process, providing the participants with the knowledge necessary for them to present their project as a necessary investment in the realisation of EU policies.

The second day will focus on each key area of the application process. Participants will be given expert advice as to how to present the bid document and how to successfully negotiate the bidding and evaluation process.

For more information and to sign up, please contact us at:

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London SW1X 8BQ

The Lobbying Series: Focus on Finance

24 May 2010, 12.30pm to 2.15pm

Innholders Hall, 30 College Street, London EC4R 2RH



Lunch & Book launch: Comitology, Hijacking European Power?

Organised in partnership with
the Centre for the Study of Financial Innovation

Each year, the European Union adopts 2,500 regulations in comitology, compared to only 50 European directives. This technocratic drift concerns all industries and topics, from rosé wines to body scanners, through to genetically modified organisms. Indeed, comitology has transformed minor European civil servants into masters of the European Union, and the word "comitology", created by Daniel Guéguen, has entered our vocabulary to describe a superior, mysterious and opaque power. The Treaty of Lisbon has introduced a new comitology reform, of which the contours are uncertain and the application is unknown. This reform will have a significant impact on the relationship between European businesses and the European Union. Although very little is known about comitology and its new reform, this is where European businesses should focus their public affairs efforts.

The author, **Daniel Guéguen** has been a European lobbyist for the past 35 years, and he is an expert in all aspects of the European labyrinth. He is the author of several books on European public affairs, including *European Lobbying* (now in its 3rd edition), *The Comitology Reform* (with Vicky Marissen), *The Euro: Europe's Construction or Destruction?* (with Juan Carlos Gonzales Alvarez) and *The New Practical Guide to the EU Labyrinth* (now in its 10th Edition).

Join us for this exciting event at lunchtime. Daniel Guéguen will present his book and answer all of your questions. This is also a fantastic networking opportunity, as you will meet London's leading European public affairs experts and practitioners. Sandwiches and drinks will be provided.

24 May 2010, 3.30pm to 5.30pm, followed by networking drinks from 5.30pm to 7pm

Members' Lounge, ETI London, 10 Upper Belgrave Street, London SW1X 8BQ

£225 (incl. VAT)



Round table - Financial Lobbying: The Lamfalussy Process Transformed

Currently, the "Lamfalussy level 3 Committees" advise the EU's financial services legislation. It includes the Committee of European Banking Supervisors, the Committee of European Insurance and Occupational Pensions Committee and the Committee of European Securities Regulators. The "Larosière Group" was recently asked to review the current system in order to better equip the EU in terms of financial supervision and control. It has proposed a number of changes to be implemented in 2010. **Following the recommendations of the de Larosière report, "Lamfalussy level 3 Committees" will be given commensurately greater powers.**

It is essential for financial services institutions to keep an eye on these developments as they will deeply affect the legal framework within which they can operate. For the numerous financial institutions that are not aware of the specifics of these changes, ETI's roundtable on financial lobbying is a unique opportunity to seek advice from Brussels' leading authority on European public affairs and lobbying. Daniel Guéguen's expertise in comitology is highly respected in Brussels and throughout Europe. This seminar on the transformation of the Lamfalussy process and comitology applied to financial services will provide you with unique knowledge that will give your business a head start on the European financial market..

The seminar will be followed by networking drinks, wine and canapés will be provided.

Training Seminars: EU Funding Opportunities

5 & 6 May 2010, all day

£425 1 day (incl.VAT)

Members' Lounge, ETI London, 10 Upper Belgrave Street, London SW1X 8BQ

£750 2 days (incl.VAT)



Training Seminar: An Overview of EU Funding Opportunities

'Excellent course in all respects, the trainer is very good at providing guidance'

This one/two day modular programme focuses on funding opportunities and the tendering process. Directed by Stéphane Joiris, a senior executive partner at Clan Public Affairs and the former head of the European funding arm of Ernst & Young, Global Incentive Advisors, the programme consists of two modules which can be taken independently or together:

Module I - Day one

- Introduction
- New direction, new challenges and a new budget
- Budgetary modifications after 2007 and overview of main funding sources
- Matching your business to new opportunities
- A to Z of the tendering process
- Interactive practical session: Identifying funds, regional policy, cohesion policy, growth and jobs

Module II - Day two

- Introduction
- Proposal writing: Increasing success rates
- The bidding and evaluation process
- Project management
- Practical exercises
- Exchange of experiences and feedback from the course leader
- Insights from a project evaluator

Canapés and drinks will be served throughout the seminar and there will be networking drinks at the end of the second day.

7 & 8 June, one and a half days

Members' Lounge, ETI London, 10 Upper Belgrave Street, London SW1X 8BQ

£600 (incl. VAT)



Training Seminar: The Seventh Framework Programme

'Very useful course, excellent value for money'

Also run by Stéphane Joiris, this one and a half day seminar will enable delegates to develop a successful FP7 application and provide them with the tools to manage their projects:

Day one

- FP7 Funding: New budgets, new opportunities
- Global overview of EU institutions
- The 7th Research Framework Programme
- Project management
- Practical exercises
- Q & A and feedback session

Day two

- Proposal writing: Increasing success rates
- The bid document
- The bidding and evaluation process
- Q & A and feedback session

Canapés and drinks will be served throughout the seminar and there will be networking drinks at the end of the second day.