

## AGENDA

**13:30**

**Welcome and registrations**

**14:00 – 14:05**

**Introduction**

**Jennifer Baker**

Moderator

**14:05 – 14:20**

**Opening keynote address**

**Alberto Ruiz**

Counsellor for Industry, Permanent Representation of Spain to the EU



**14:20 – 15:00**

**TED TALK-style session: Bioeconomy talks**

Business cases on low-carbon innovations  
and investments in the EU

(14:20)

**Veronique Hoflack**

CEO of panels division, Unilin, Belgium

(14:28)

**Pau Vila**

Director General, LC Paper, Spain

(14:36)

**Prisca d'Oultremont**

Co-Founder, Live Light, Belgium

(14:44)

**Stefan Sundman**

Vice-President of Public Affairs division, UPM, Finland

(14:52)

**Massimiliano Spallanzani**

Sales Manager, ECOBLOCKS, Italy

**15:00 – 15:30**  
**Coffee break**

**15:30 – 16:30**  
**Panel discussion**

Supporting EU competitiveness for green industrialisation objectives

**Hans Ingels**

Head of Bioeconomy Unit, DG GROW, European Commission

**Ilkka Härmälä**

Cepi Chairman and CEO, of Metsä Group

**Spanish Confederation of Business Organizations (CEOE)**

**Member of the European Parliament**

**16:30 – 16:50**  
**Questions and answers**

**16:50 – 17:00**  
**Closing remarks**