

Thursday, 29th of June 2017, Hotel Adlon/China Club, Berlin

- 18.00 Get together at China Club Berlin followed by dinner
- Welcome speeches by
Carlos Falco, Circulo Fortuny
Michael Ward, Walpole
- Michel Rouget, Comité Colbert
Andrea Illy, Altagamma
Markus Benz, Meisterkreis
- Keynote: Alexander Graf Lambsdorff, Vice President European Parliament
- 22.00 Official end of evening

Friday, 30th of June 2017, Hotel Adlon, Berlin

- 8.30 Opening & Keynote by EU - Commissioner Elzbieta Bienkowska
European Commission Internal Market, Industry, Entrepreneurship and SMEs
- 8.45 European High-end Cultural & Creative Industries
Facts & Figures, Business Model by Prof. Dr. Klaus Schweinsberg
- 8.50 CEOs' description of the common business model and specifics of our industries
- Intellectual Property Rights, Creativity and Innovation**
Andrea Illy, Illy Café
Jean Cassegrain, Longchamp
- Craftsmanship**
Michel Rouget, Robert Haviland & C. Parlon
Marianne Papalexis, Zolotas
- Digitalization**
Lutz Meschke, Porsche AG
Gerd Steidl, Steidl Publishing
- Aura**
Prof. Dr. Marion Ackermann, Staatl. Kunstsammlungen Dresden
Marc Topiol, Sotogrande
- Selective distribution**
Michael Ward, Harrods
- Export, Development of new markets**
Stephen Etheridge, Church's
Carlos Falcó, Marqués de Griñón Family Estates

EUROPEAN EXCELLENCE SUMMIT

- 10.50 Coffee break
- 11.20 **ECCIA: Description of key priorities**
Elisabeth Ponsolle des Portes, Presidency of ECCIA
- 11.30 **ECCIA Board members' presentations of individual actions of each association**
- Carlos Falcó, Circulo Fortuny
Creativity in Gastronomy
Tourism/Market Access
- Elisabeth Ponsolles des Portes, Comité Colbert
Actions taken towards the younger generations
Comité Colbert awareness campaign with UNESCO
- Paolo Zegna, Altagamma - Altagamma Italian Experiences
Stefania Lazzaroni, Altagamma - Believing in the Future
- Helen Brocklebank, Walpole
Importance of Mentorship to support the next generation
Brands of tomorrow, Crafted Makers of the Exceptional
- Clemens Pflanz, Meisterkreis
Anti-Counterfeiting Campaign "Plagiate"
Excellence in Creativity World Tour
- 12.00 European common initiative – First concept idea
- 12.10 Requests/Political recommendations
Armando Branchini, Altagamma
- 12.20 How the EU can be a strong supporter to the proposed activities
Dr. Christian Ehler, Member of the European Parliament
- 12.40 Closing & Conclusion
- 13.00 Lunch
- 14.30 End of meeting