

EU Investing in its Future Plastics Construction Solutions

PROGRAMME

24 June 2015
Brussels

Plastics
The European Plastics Industry

8:30 - 9:15

Registration and Press Conference

9:15 - 10:20

Building and Construction sector for growth?

Moderator: Richard Thommeret

- **Welcome speech** - *Martina Dlabajová, MEP*
- **Plastics solutions in construction: combining design, innovation and skills** - *Frédéric Midy, CEO EMEA Aliaxis and Chairman of EuPC B&C division*
- **Challenges and opportunities for construction product manufacturers** - *Christophe Sykes, Director General Construction Products Europe*
- **Key priorities and challenges for construction SME's and micro-enterprises** - *Riccardo Viaggi, Secretary General European Builders Confederation*

10:20 - 11:30

Skills matter!

Moderator: Martina Dlabajová

- **Creating a competitive EU labor market for the 21st century: matching skills and qualification with demand and job opportunities, as a way to recover from the crisis; own initiative report** - *Martina Dlabajová, MEP*
- **Apprenticeships -providing skills for the labour market** - *Sigve Soldal Bjorstad, Policy Officer DG Employment, Social Affairs & Inclusion*
- **No education kills products: keeping flooring installers on the edge with fast changing innovative products - key to success** - *Philippe Tricaud, Head of Technical Support Forbo / European Resilient Flooring Manufacturers' Institute*
- **Great Place to Work - VEKA AG and its engagement for employees and skills development** - *Elke Hartleif, HR Director VEKA*

11:30 - 11:45

Coffee Break

Conference Venue:

Vleba conference room, Avenue de Cortenbergh 71, 1000 Brussels, Belgium

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11:45 - 12:25 Energy and Resource efficiency - opportunities for growth Moderator: Frédéric Midy

- **It's more than renovation!** - Adrian Joyce, Campaign Director, Renovate Europe
- **Plastics - key to resource efficiency and innovative desing solution** - Richard Thommeret, Corporate Strategic Marketing Director Construction & Energy, Solvay and member of PlasticsEurope B&C WG

12:25 - 12:40 Design and Innovation Moderator: Frédéric Midy

- **Sincerity in artifice** - Ewa Kuryłowicz, General Designer, Vice-Chairman Kuryłowicz & Associates architecture studio

12:40 - 12:50 Wrap-up and Conclusion Richard Thommeret and Frédéric Midy

12:50 - 14:30 Walking lunch

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