



**4th INSULEUR Forum
“Corse 2003”**

“Enterprises, Insularity and Competitiveness”

Ajaccio, November 20th / 22nd 2003

Program

The 2002 Insuleur Forum in Sardinia gave us a chance to focus on to the structural handicaps which island SMEs are forced to live with, and we offered some possible solutions and remedies. One year later, the context has changed. The European Union is at a crossroad, ready to take up two great challenges - the Enlargement and the implementation of the Lisbon strategy for economic, social and environmental renewal.

The current cohesion policies will definitely change. And while the European Commission works on this far reaching reform, it becomes more and more evident that *competitiveness* and *convergence* will be two important keywords.

We need to get ready for the new, larger Europe. This is the reason why the theme for the 4th Insuleur Forum "Corse 2003" will be "Businesses, Insularity and Competitiveness". Anticipating the restructuring of the EU cohesion policies means finding resources and building new strategies that will allow the island SMEs to be competitive and, therefore, assure their survival.

Out of all the European island regions, 34 Chambers of commerce will be in Ajaccio for the 4th Insuleur Forum. Together we will try to understand up to what point and how the handicap of insularity can be overcome. We need to encourage entrepreneurship on our islands and guarantee all our SMEs the means to grow and become more and more competitive on the global market. Only the creation of new business opportunities and healthy enterprises can make our island regions more dynamic and vital.

We are deeply convinced that no *magic formula* will let island SMEs compete on a fair and level playing field with their continental counterparts. We will need a strong resolve on our part. In the meantime, we will keep asking Europe to accept the fact that island regions are not like other regions.

Romano Mambrini

President of the INSULEUR Network

Forum Program

Wednesday November 19th, 2003 : Participants Registration

Thursday November 20th, 2003: Statutory Meetings

10h00 Board of Directors Meeting

16h00 Fifth General Assembly

20h30 Dinner

Friday November 21st, 2003:

09h30 - 10h30: Welcoming Speeches

- Raymond CECCALDI (President of the Ajaccio et Corse du Sud Chamber of Commerce)
- Romano MAMBRINI (President of the INSULEUR Network)
- Georges KASSIMATIS (Vice-President of Eurochambres)
- Elias MICHALAKIS (Honorary President of the INSULEUR Network)
- Jean BAGGIONI (President of the Corsican Executive Council)
- Simon RENUCCI (Member of the French Parliament, Mayor of Ajaccio).

10h30 - 13h00: First Work Session

Session Chairman: Mr. Gérard THEOBALD (President of the Basse-Terre Chamber of Commerce)

"For a cohesion policy serving the island SMEs"

Objectives:

- to measure the impact of the current cohesion policy on the entrepreneurial field in our islands.
- to determine the eventual improvements to be brought in the future, including within the context of the next enlargement.

Session leader: Thomas BRUNELLI (Journalist at RC FM)

Elisavet PAPAZOI (Member of the Greek Parliament)

Jean-Didier HACHE (CPMR' Islands Commission Secretary General)

Giuseppe USAI (Professor of Economics at the University of Cagliari)

Costas SOPHOULIS (Professor at the Aegean University)

Michel-Jean PAYET (General Director at La Réunion Chamber of Commerce)

A message from Michel BARNIER (European Commission - Regional Policy Commissioner) will be read by Jean BAGGIONI (President of the Corsican Executive Council)

13h00 - 15h00: Lunch

15h00 - 17h30: Second Work Session

Session Chairman: Romano MAMBRINI (President of the INSULEUR Network)

"Encouraging an enterprising mind within the islands"

Objectives: to let successful island entrepreneurs speak in order to show that insularity is not a fatality, while stating the difficulties faced to succeed.

Session leader: Thomas BRUNELLI (Journalist at RC FM)

Giovanni RUGGIERI ("Steamship & Travel Agents", nautical tourism)

Charly ANTONA ("Corsica Gastronomia", food-processing)

Dominique CIANELLI ("Bière PIETRA", food-processing)

Yannis LEBIDAKIS ("Pancretan Cooperative Bank", Finance)

Lorenzo FLUXA ("Camper", Shoes)

17h30: Conclusions

20h30 - 22h30: Dinner

Saturday November 22nd, 2003:

10h00 - 13h00: Workshop

Session Chairman: Henri MALOSSE (President of the ECO Section of the European Economic and Social Committee)

"A better governance for a better regional competitiveness"

Objectives:

- To answer the following questions: can the reform of European governance have an impact on regional competitiveness? And if so, how can this reform be led so that it enhances the dynamism of the territories?
- To broaden the discussion by linking this question of dynamism of the territories to a reflection on the future cohesion policy.

Two members of the European Economic and Social Committee (each representing a group)

Sergio E. SANTILLAN CABEZA (Employees' Group)

Dick WESTENDORP ('Various Interests' Group)

Fabrizio BARCA (General Director - Italian Ministry of Treasury)

Luisa SANCHES (European Commission - Regional Policy Directorate General)

Elisavet PAPAZOI (Member of the Greek Parliament)

Juan GUAL (Vice-President of Majorca, Ibiza and Formentera Chamber of Commerce)

13h00 - 15h00 : Lunch

15h30 - 22h00: Cultural afternoon and dinner

Sunday November 23rd, 2003: Participants departure