

## Restoring the EU Competitiveness: Challenges and opportunities in the context of the twin green & digital transition

Thursday 23 March 2023  
- online event, Zoom platform -

### CONTEXT

Since its creation in 1993, the single market has helped to make everyday life easier for people and businesses, fuelling jobs and growth across the EU. In the aftermath of the pandemic crisis and the war against Ukraine, the Council of the EU, through its three Presidencies - France, the Czech Republic and Sweden, aimed at enabling the Union to overcome the economic and social shocks. The actions supporting this objective were: fully implementing the recovery and resilience plans, strengthening the EU's resilience, competitiveness and convergence, and ensuring an optimum economic policy coordination.

The Swedish Presidency of the Council of the EU seeks to promote a common approach regarding European competitiveness given that the economic future of the Union is going to be decided by the European competitiveness and resilience. Starting from this, it is important the EU continues to provide the best possible conditions for a sound and open economy based on free competition, private investments and successful digitalisation.

### MAIN DISCUSSION TOPICS

- Incentives and strategic directions for favouring the growth of the European economy and job creation.
- The impact of the single market on the EU's industrial policy, in terms of competitiveness and productivity.
- The importance of value chains for the short- and medium-term improvement of productivity and for stimulating competitiveness.
- A stronger focus on innovation and digitalisation, by investing in infrastructure and improving the citizens' skills (2023 - European Year of Skills).
- Recommendations on increasing Europe's international competitiveness in goods and services, in key areas such as energy and digital transformation.

The event is organised within the EIR's online debates series



in partnership with the Embassy of Romania in Sweden  
Working language: English

## AGENDA

13:50 - 14:00 (\*) Online registration of participants  
14:00 - 14:30 Opening session

### *Welcome Address*

Oana-Mihaela Mocanu, Director General, European Institute of Romania  
H.E. Daniel Ioniță, Ambassador of Romania to Sweden

### *Official Interventions*

Daniela Gîțman, State Secretary for European Affairs, Ministry of Foreign Affairs,  
Romania  
H.E. Therese Hyden, Ambassador of Sweden to Romania

14:30 - 16:00 **EU's Competitiveness in the context of the twin transition**

Mats Engström, Senior Adviser, Swedish Institute for European Policy Studies  
Andras Inotai, PhD, Professor emeritus, Institute of World Economics, Budapest  
Laura Marinaș, Director General, Ministry of Investments and European Projects  
Valentin Lazea, Chief Economist, National Bank of Romania

### *Comments, questions and answers*

**Moderator:** Octavian-Dragomir Jora, Professor, Ph.D., Habil., the Bucharest University of  
Economic Studies & Founder of *The Market for Ideas* magazine

(\*) Time zone: UTC/GMT +1 hour

*The event will be registered audio-video and live streamed on*  
<https://www.facebook.com/euroinstromania>