

EUROPEAN UNIVERSITY – BUSINESS FORUM

28-29 February 2008 – Brussels

KEYNOTE SPEECH – SYNOPSIS

Professor Alan Barrell DBA., FRSA

The speaker has experience of public service science, R and D, international business start up and development, venture capital and academic activities in Institutions in Europe, USA, Asia and South America. His passion is for “The Next Generation” of citizens and the keynote address will range widely over issues of the evolving pattern of Globalisation, the Dynamics of the World Economy and the impact of these on thoughts of Competitiveness. All of which have relevance to The Lisbon Agenda and Europe’s abilities to sustain economic and social growth and cohesion in the coming decades.

Whilst much sits on agendas related to Knowledge, Skills, Education and Information, the speaker will suggest that **“Knowledge and Skills are not enough”** The opening speech will seek to raise issues such as Creativity, Imagination, Enterprise and Entrepreneurship and the importance and value within innovative processes of ethnic and cultural diversity – riches which Europe possesses in abundance.

Aspects of international collaboration, concepts of “Co-Opetition” and Partnership, rather than older ideas of “Competitiveness” will be discussed.

History and Heroes will figure in the narrative, which is offered with due humility as a means of setting off the more detailed discussions in the context of the objective that **“The Lisbon Agenda must be owned by all Stakeholders at EU, national, regional and local level”** These words are taken directly from the concept paper which announced the Forum we are all attending on 28 / 29 February.

The Lisbon Agenda will be delivered largely by “The next Generation” of Europeans – and it is proposed that an inspired approach to inform, motivate and mentor them is made with Businesses and Higher Educational Institutions playing creative and imaginative roles in leading the necessary processes.

