

LET'S MEET AGAIN!
WELCOME TO OUR NETWORKING EVENT
1ST JUNE – BRUSSELS (RENAISSANCE BRUSSELS HOTEL)

Welcome coffee

11.00 – Workshop on pro-active lobbying, lead by András Baneth (Public Affairs Council)

13.00 – Lunch

14.00 – Presentation by SparkOptimus on digitalisation

Coffee break

15.45 – Presentation by Pascal Coppens: “Can we Trust China?”

17.00 – End

19.00 – Dinner





Pascal Coppens is the expert in all things innovation and the Day After Tomorrow in China, rooted in his deep understanding of the country as a sinologist. He is an entrepreneur at heart with more than 20 years of experience in China and Silicon Valley. Pascal has employed, partnered and competed with hundreds of Chinese innovators. Armed with a degree in Business Engineering from Solvay Business School, he started his career with Alcatel in Shanghai, and – after an intense period in Silicon Valley at Wind River Systems and Polycore Software (which he co-founded) – he returned to China and later founded Letsface to build the first offline digital community platform for premium brands. Currently, Pascal is an inspiring international keynote speaker at nexxworks and author of the book “China’s New Normal”, which offers sensational insights into business and technology in China and their potential for the rest of the world.

About SparkOptimus

SparkOptimus is Europe’s #1 digital strategy consultant. We make disruption work for you. Digital is not about digital for digital’s sake. It’s about using technology and data to serve customers and consumers better, faster and cheaper. Over the past decade we have gained unparalleled experience in the ‘how to’ of digital transformation. We started out working with digital natives, but soon were applying our insights to global companies. To this day, we’ve worked on more than 900 projects in 25+ countries for large multinationals such as Nestlé, Nike and Ikea. We support our clients with digital strategy through to hands-on execution and build their capabilities in the process. We develop new ways of working and organizing as well as improving technology and data systems. We bring ideas from concept to test to proven business operations that deliver value for customers at scale. If organizations want to thrive in the future, they will have to be data-driven, have the highest speed of learning of their industry, and be human-centric and sustainable by design. We help our clients get there. We are active on all continents from our offices in Amsterdam, Düsseldorf and Zürich.

András Baneth (Public Affairs Council) is EU affairs and strategic communication expert, founder and head of the Public Affairs Council’s European office (www.pac.org/europe). He successfully organized conferences with over 1200 attendees, including the ‘European Digital Advocacy Summit’, ‘Public Affairs Strategy and Management’, ‘5 Years of ‘New’ Comitology’, ‘Stakeholder and NGO Relations Best Practices’, the ‘European Trust Summit’ and others. His bestselling The Ultimate EU Test Book has sold over 80,000 copies and helped thousands of candidates prepare for EU career competitions. András has a wide knowledge of EU policies, institutions and communication, his career having included seven years’ experience at the European Commission’s Secretariat General and President Barroso’s briefing team, and the European Court of Justice. Fluent in English, French and Spanish, he holds an M.A. in law and political sciences and the degree of Master of European Public Administration from the College of Europe, Bruges, Belgium. András has trained over 3500 corporate executives, managers and diplomats on EU affairs, public affairs, advocacy, lobbying and strategic communication.

