



**National Union of Employers & Smart Mobility Lab**  
International conference Invitation

# “WILL EUROPEAN INDUSTRY SURVIVE 2025?”

The conference is held under the auspices of the  
**Ministry of Economy of the Slovak Republic.**

Date and venue:

**June 5, 2024** | **hotel Sheraton**  
**9:30 a.m. - 3:30 p.m.** | **Bratislava**

The following speakers will present their experiences with the effects of decarbonization and EU political decisions with a negative impact on industry in Germany and other EU countries:

**Siegfried Russwurm**, President of The Federation of German Industries (BDI):  
Europe at its turningpoint: How to stay competitive as industry location

**Miroslav Királ'varga**, President of the National Union of Employers:  
Steel industry: Future and competitiveness in the context of maintaining Europe's strategic position

**Wolfram Kirchert**, Chairman of the Board of Directors of Volkswagen Slovakia:  
Challenges and opportunities in the automotive industry: Monitoring of the global situation and prospects for European manufacturers

**Petr Bláha**, CEO, Duslo, a.s.: Chemical industry: Without conditions comparable to world competition deindustrialization of Europe threatens in the medium term

**Jozef Holjenčík**, CEO, The Regulatory Office for Network Industries: Energetics and prices of energy as a basic parameter for the competitiveness of European industry

**Toros Kardaş**, Business Strategy - Product Owner, Ford Trucks:  
Zero-emission vehicles: Strategies needed to stimulate demand for ZEVs

**Pavel Čulík**, CEO Mobility & Innovation Production, s.r.o.: The pitfalls of survival of an innovative and research company in the conditions of the Slovak Republic

**Gabriela Končitíková**, director of the Tomáš Baťa Foundation: Bata's management system vs. the current business environment and the challenges it faces in the context of decarbonisation

The conference program includes keynote speakers and a subsequent panel discussion.  
The organizer reserves the right to make alterations in the program of the event.

PARTNERS:



**STENGL**