

PRESS RELEASE

Media coverage invitation for the M.E.G.A. debate – Is Europe Open for Business?

27 March 2025 | 16:00 – 17:30 | Brussels Expo (Hall 9)

Agoria vzw/ASBL and Industrialfairs cordially invite you to an ambitious and topical debate to be held during **Machineering 2025**, our trade fair dedicated to manufacturing technology. The title of this debate is **'Make Europe Great Again (M.E.G.A) – Is Europe Open for Business?'**. This exclusive event will be held during Machineering, on **27 March 2025**, from **16:00 to 17:30**, at **Brussels Expo (Hall 9)**.

A highly topical debate

In an era of geopolitical power shifts, ever-changing trade relationships and global competition, Europe stands at a crossroads. As the US, China, Israel, the BRIC countries and other superpowers are redefining their positions, a key question arises: **What role will Europe play on the world stage?**

Europe is a continent known for its sustainable industrial regulations, family-run SMEs and internationally active OEMs. But how can we guarantee our competitiveness? Will Europe be assigned a role by other continents or will policymakers and entrepreneurs take matters into their own hands? The purpose of this debate is to provide an answer to a crucial question: **Is Europe Open for Business – Again?**

A debate featuring high-profile speakers

Agoria vzw/ASBL and Industrialfairs will bring representatives of the Belgian manufacturing industry together to discuss this topic. The programme will be as follows:

- **16:00: Keynote speech by Prof. Marc De Vos (Itinera):** A clear-sighted analysis of the end of globalisation and the shift towards a 'Europe First' strategy.
- **16:30: Panel debate featuring two geopolitical and strategy experts and three CEOs of renowned Belgian industrial OEMs operating globally.**
 - Stéphane Burton | CEO at Orizio Groep & Chairman of Agoria's BSDI Management committee
 - Marc De Vos | CO-CEO at ITINERA
 - Geert Stienen | Partner at Deloitte
 - Jos De Vuyst | CEO at Stow Group
 - Tim Berckmoes | CEO at Anglo Belgian Corporation

Purpose of the MEGA 2025 debate

How do Belgian machine builders, OEMs and their supply chains navigate their way through a landscape full of geopolitical uncertainty, trade barriers and regulatory challenges? This event

will provide entrepreneurs with concrete insights and strategic tools to operate more effectively in this dynamic market.

Target group: Management and entrepreneurs working for industry suppliers, machine builders and Original Equipment Manufacturers (OEMs).

Further information and press enquiries:

Karl D'haveloose

E-mail: karldhaveloose@industrialfairs.com

Telephone: +32 475 235 488

Useful information:

Machineering 2025 - Hall 9

Date: 27/03/2025

Start: 16:00 (reception from 15:30 in the conference room in hall 9)

End: 17:30

After the debate, we would like to invite you to the Machineering late-night event, which will offer a great networking opportunity in the conference room (17:30). This will be your chance to have a chat with the panel members and the organisation and/or conduct interviews.

Parking: Brussels Expo parking C – Romeinsesteenweg, 1000 Brussels.

Useful links:

- All the information about the debate => <https://www.machineering.eu/nl/event-classes/het-debat-m-e-g-a/>
- Machineering => <https://www.machineering.eu/en/event-classes/expert-classes-2023/>
- Industrialfairs => <https://industrialfairs.com/>
- Agoria => <https://www.agoria.be/nl>