



Setting the scene for Europe in 2020

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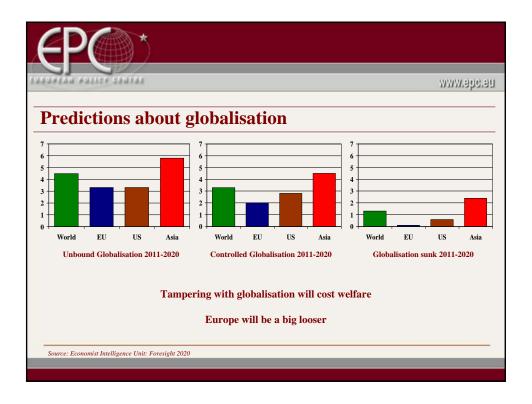
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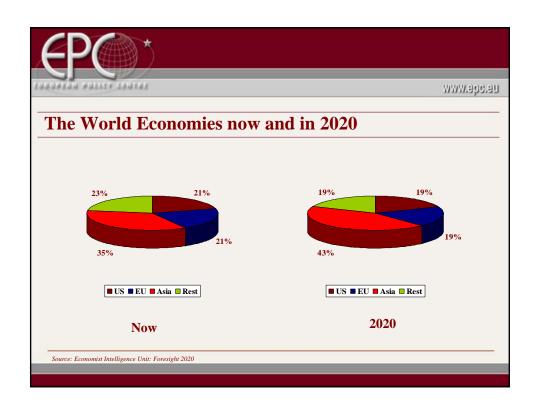
Will globalisation continue?

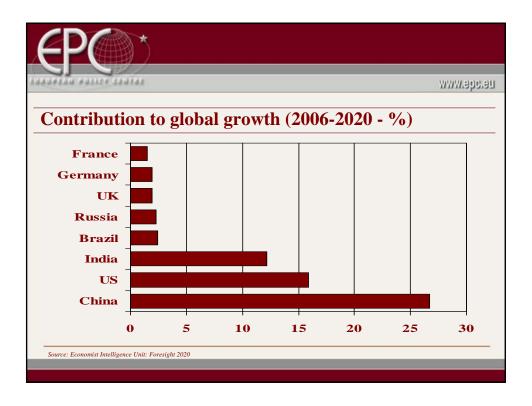
It is about nationalism versus cross border

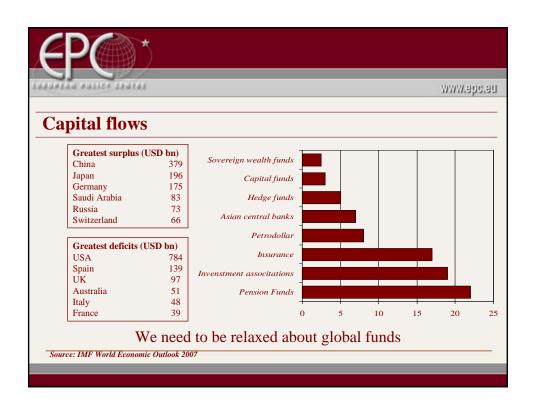
Globalisation has created some basis for increased nationalism – mostly though fear factor

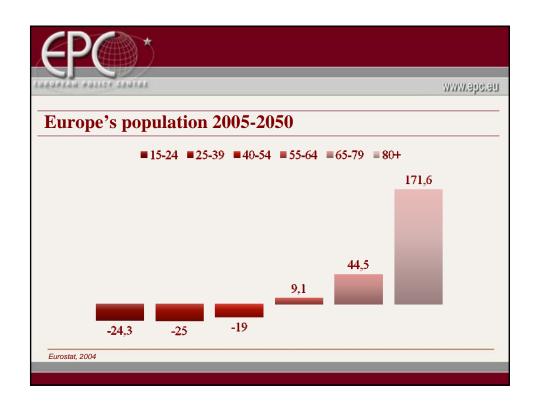
In Europe of 27 not possible to create an "us against them" situation

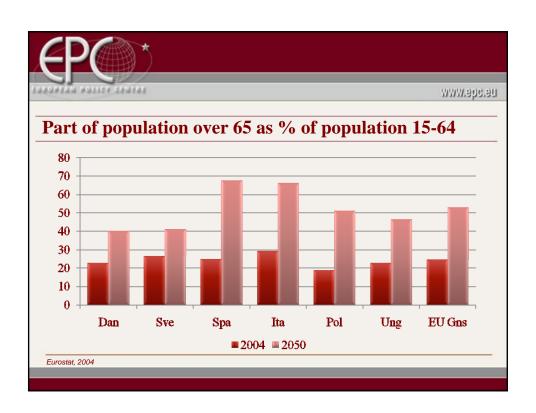














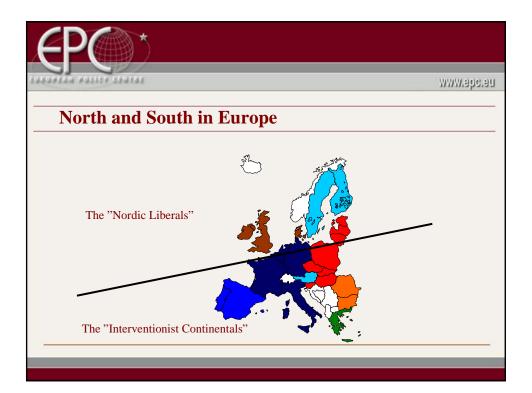
Europe

Low growth economies to 2020

We will need to spend more on new things, such as adapting to demographics and climate change

No room for waste – in private and public sector

Will we realise advantages of closer European integration?







Entrepreneurship in Europe

More value to be created in knowledge industries

SMEs must internationalise

Knowledge must be ploughed into traditional sectors

Material assets are going up relative to material assets

How good are we at measuring immaterial values?

Where will growth capital come from?