

# First Family Business Policy Day

On 3 June 2026, European Family Businesses held its first Policy Day under the title *Based in Europe: Family Businesses Driving Competitiveness*.

The event took place in Brussels, bringing together representatives from the European institutions, business organisations and family-owned companies to discuss the policies and priorities needed to shape Europe's competitiveness in an increasingly challenging global environment.

As the first event of its kind organised by EFB, the Policy Day aimed to create a focused platform for dialogue between policymakers and the family business community on some of the key challenges facing Europe today, including geopolitical uncertainty, the completion of the Single Market, industrial competitiveness and business continuity across generations.

With attendees representing more than sixteen countries, the event began with opening remarks from Jan Kornelis van Oord, President of European Family Businesses who analysed the importance of family businesses to the economy both and local and EU level.

The first session featured Philipp Lausberg, Senior Policy Analyst of European Policy Centre, in a discussion moderated by Jesús Casado, Secretary General of European Family Businesses. The discussion focused on the changing geopolitical landscape, the increasing fragmentation of the global economy, and their implications on European businesses. It also highlighted the need for stronger international partnerships and greater coordination in industrial policy, trade policy, and strategic investment.

The programme continued with a keynote intervention by Lauri Oinaala, EY EMEA Family Enterprise Leader and Global NextGen Leader, on how family ownership builds success amidst disruption. He highlighted the remarkable longevity and resilience of family businesses as a cornerstone of the European economy. He also stressed the importance of succession, family capital and adaptation to long-term demographic change.

Following a networking lunch, the conversation turned to how to complete the Single Market moderated by Daniel Mitrenga, Director of European Affairs at Die Familienunternehmer. The panel brought together Jonas Fernández, Member of the European Parliament and the Committee on Economic and Monetary Affairs and the Subcommittee on Tax Matters, Ingrid Faber, CEO of Faber Group B.V., and Frederico Martins, Head of Single Market Policy at Eurochambres. The discussion focused on

regulatory differences, administrative requirements and the implementation of EU legislation across Member States, as well as their implications for market integration and competitiveness.

The afternoon continued with a panel titled *European Preferences: Made in or with Europe*. Moderated by Darius Movaghar, Senior Policy Advisor at European Family Businesses, the discussion brought together Irene Tinagli, Member of the European Parliament, Kerstin Jorna, Director-General for Internal Market, Industry, Entrepreneurship and SMEs at the European Commission, and Olivier Schiller, Chairman of the Board of Septodont and Vice-President of METI. The panel examined how Europe can strengthen its industrial base in response to growing external competition and strategic dependencies. Discussions focused on the proposed Industrial Accelerator Act, public procurement and the balance between open trade and economic security. The discussion was framed by figures illustrating Europe's industrial challenges. Participants noted that China's share of global manufacturing has risen from 6% to 30% since 2000, while Europe's has fallen from 21% to 14%. Against this backdrop, Kerstin Jorna discussed industrial capacity and barriers within the Single Market, while Olivier Schiller addressed regulatory requirements, competitive conditions and reciprocity in global trade, stating: "Rules by themselves do not create competitiveness. What creates competitiveness is fast and effective decision-making."

The final panel of the day focused on *Securing Continuity: Business Transfers for Europe's Long-Term Competitiveness*. Moderated by Giovanna Gregori, Executive Director of AIDAF, the discussion brought together Ramón Alejandro, President of the Saica Foundation, MEP Vladimir Prebilič, Vice-Chair of the SME Intergroup and Jesús Casado. Bringing a more personal perspective to the programme, the panel focused on succession planning, governance and leadership transitions across generations.

The event concluded with closing remarks from EFB President Jan Kornelis van Oord, who reflected on the discussions held throughout the day and thanked the speakers, moderators and participants for their contributions.

European Family Businesses would like to thank all speakers, moderators and attendees for their participation in the Family Business Policy Day.