

Sharing common values:
Internationalisation of
the architectural profession
& the New European Bauhaus

Public Conference

Thursday 18 April 2024

from 9am to 5pm CET

CIVA, 55 rue de l'Ermitage
Brussels, Belgium

Web-streamed from the ACE Youtube channel



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the European Union**

With the globalisation of the economy and technological progress, architectural firms now have greater opportunities to collaborate and work on projects across borders, within the European Union and globally.

According to the last edition of the ACE Sector Study, in 2022 five per cent of European architects worked in another EU Member State and two per cent outside the EU. The study also reveals that over the past year, 16 per cent of respondents had seriously considered working in another EU Member State and 6% outside Europe, without however taking action.

Moreover, an increasing number of architects are trained in countries other than their own, showing a genuine interest and growing capacity of the profession to move across borders. Therefore, there is every reason to believe that the potential for further internationalisation of the profession is strong, provided that professionals can find adequate support.

The conference will aim to discuss the challenges inherent to cross-border work and export of services and present solutions to overcome barriers encountered by professionals, including tools and schemes offered by the European Union; guidance developed by the Architects' Council of Europe; and support provided by professional bodies at national level.

Architects who have successfully developed their business internationally will also share their experience. The ACE strongly supports the New European Bauhaus movement initiated by the EU Commission, as it helps to make the quality of our living environment a matter of public interest and elevates architecture to an unprecedented political level.

Beyond business and entrepreneurial perspectives, the conference will also provide an opportunity to discuss the relevance of the NEB values, themes and principles for other parts of the world and emphasise the common values that unite the profession across the world.

The conference is co-funded by the Creative Europe programme of the European Union.



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Agenda

- 8h30** **Registration**
- 9h00** **Welcome**
Claire DOOLE, Master of Ceremony
Nikolaus HIRSCH, CIVA, Director
Ruth SCHAGEMANN, Architects' Council of Europe, President
- 9h10** **Opening - video message**
Roberta METSOLA, President of the European Parliament
- 9h15** **Illustrated discussion: Architecture as a bridge between cultures**
Elizabeth DE PORTZAMPARC, Founder of 2P Architectes & Associés, Paris, France
Tobias KEYL, Associate partner at Architects von Gerkan, Marg and Partners (gmp), Berlin, Germany
- 9h45** **SESSION 1 - Sharing common international values for achieving quality in the built environment**
Ruth SCHAGEMANN, Architects' Council of Europe (ACE), President
Donatien KASSEYET KALUME, African Union of Architects (AUA), President
Gerardo MONTARULI, Pan American Federation of Architects' Associations (FPAA), President
Ar. Saifuddin AHMAD, Architects Regional Council Asia (ARCASIA), President
- 10h45** **Coffee Break**
- 11h15** **SESSION 2 - Outputs of ACE internationalisation programme**
Dr. Philip STEDEN, Head of Unit "Economic Policy", German Federal Chamber of Architects (BAK)
Gergely SANDOR, Chamber of Hungarian Architects (MEK)
Jacques BORG BARTHET, Maltese Chamber of Architects and Civil Engineers (KTP)
- 12h15** **Lunch Break**
- 13h45** **Afternoon Keynote Speeches**
Joy MBOYA, Executive Director, GoDown Arts Centre, Kenya
Robert WINKEL, Founder of Mei Architects & Planners, The Netherlands



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14h15 **SESSION 3- Exploring the EU instruments contribution to the internationalisation of European Businesses**

Presentations on Market Access by the EU Commission Directorate-General for Trade

- **Thibaud BODSON**, Policy Officer: My Trade Assistant for Services and Investment
- **Jakob CORNIDES**, Policy Officer: My Trade Assistant for Procurement tool
- **Claire WHITTAKER**, Trade Negotiator: Recent FTAs and provisions on recognition of qualifications

Presentations on Entrepreneurship by EU Commission Directorate-General for Internal Market Industry Entrepreneurship and SMEs

- **Dana Adriana PUIA MOREL**, Policy Officer, DG GROW: European Entrepreneurship Competence Framework
- **Fatima VELEZ**, Policy Officer, DG GROW: Enterprise Europe Network
- **Iker AYERBE**, Project Adviser, EISMA: SME Pillar of the Single Market programme

15h15 **Coffee Break**

15h45 **SESSION 4 - Perspectives from architectural export networks at national level**

Panel discussion moderated by the Master of Ceremony and Q&A with the audience

Madeleine HOUBART, Architectes Français à l'Export (AFEX), Secretary General, France

Dr. Philip STEDEN, Netzwerk Architekturexport (NAX), Germany

Pablo CONDE DÍEZ DEL CORRAL, ICEX Spain, General Director of Business Internationalisation, Spain

16h30 **Highlights of the conference**

Ruth SCHAGEMANN, Architects' Council of Europe, President

16h35 **Closing speech**

Tamas SZUCS, EU Commission, DG EAC Principal Adviser for the International dimension of policies and programmes

16h45 **End of the conference**



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