

# Business 'takes over' the EP

BY IAN HALL

**BRUSSELS:** IN AN EYE-CATCHING public affairs move, around 750 business-people from across Europe are to gather in the voting chamber of the European Parliament 'to debate and vote on specific business-related issues'.

The novel 'European Parliament of Enterprises' will take place on 14 October in the hemicycle of the EP building in Brussels. It is being organised by the Association of European Chambers of Commerce and Industry (Eurochambres) with the support of the European Commission, the French presidency of the EU and the European Economic and Social Committee (EESC).

The event – described by



European Parliament in Brussels: business-people will flood in on 14 October

promotional literature as a 'take over' of the European Parliament – is designed to 'allow the European business community to have its say on topics currently debated at EU level, and by which it is directly affected'.

Topics to be discussed are 'internal market and market access', 'energy and environment', and 'education and

entrepreneurship'. The entrepreneurs' votes will then be presented to the French presidency of the EU as well as to other European and national institutions.

Eurochambres president Pierre Simon said: "We want to demonstrate that businesses exist and are ready to take an active role in the decision-making process."

# Lilly in Brussels changes

**BRUSSELS/SURREY (UK):** PHARMA giant Eli Lilly & Co has unveiled changes to its lobbying personnel, with John Ricketts appointed as associate director of government affairs for Europe.



Lilly: various PA appointments

Ricketts – who will split his time between Brussels and Lilly's European HQ in Surrey, England – was formerly Lilly UK's government relations lynchpin for almost eight years. Hugh Pullen, who is ex-APCO, has also been appointed as associate director (international trade), based in Brussels.

Meanwhile, Thom Thorp has become government affairs manager at Lilly UK, switching from a Brussels role as European government affairs manager.

Lilly UK uses agencies including FD-LLM and Chambre PA (Northern Ireland). Upon taking up his new role Thorp, who reports to director of corporate affairs Erin Huntington and is based in Basingstoke, told *PAN* he had no "current plans" for an agency review but that Lilly was "always looking to examine future collaborations and partnerships".

# Iranian diaspora crank up lobbying

**BRUSSELS:** IRANIAN DIASPORA ARE STEPPING UP their lobbying efforts, with the Council for a Democratic Iran having brought in a Brussels company to represent it to the EU institutions and EU states' governments.

The Council for a Democratic Iran explained in an interview with *USI News* on 19 September that it wants to foster the set-up of a democratic and secular Iran.

In Europe it has appointed Alber & Geiger to 'focus on increasing political awareness in

the EU with regard to the suffering of the Iranian population due to persecutions and repressions denying citizens human rights and basic freedoms'.

Earlier this year the Council appointed Washington-based Livingston Group for support in the US, while it was reported in May in the US that Levick Strategic Communications is lobbying on behalf of the Public Affairs Alliance of Iranian Americans on civil-rights issues.

# EP TV channel launches



EuroparlTV: four channels

**BRUSSELS:** A WEB-BASED TV SERVICE has launched enabling people to watch programmes about the European Parliament.

The EP-backed EuroparlTV – online at [www.europarlTV.europa.eu](http://www.europarlTV.europa.eu) – comprises four channels, two of which are likely to be of major interest to PA pros. They are: Your Parliament and Parliament Live, which carries continuous coverage of live events in Parliament.

The other two channels are: Your Voice, which is aimed at the general public and will feature 'user-generated' content; and Young Europe, which is aimed at school-children.

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