

IN-PERSON EVENT

/FUTURE/ GEOECONOMICS & THE C-SUITE 2026

30 SEPTEMBER - 01 OCTOBER, 2026 | BRUSSELS

HILTON GRAND PLACE, BRUSSELS

Join us for a high-level, cross-industry event for senior executives navigating the intersection of geopolitics, economics, and enterprise strategy. Connect with peers and experts to explore how global businesses are responding to volatility, shifting alliances, and emerging risks shaping the future of multinational organizations.

Participating Councils

- CFO Mid-Cap Council
- Chief Financial Officers Council
- Corporate Communications Strategy Council
- Customer Value & Strategy Council
- Economists and Strategy Council
- Public Affairs Executives Council
- Strategy & Transformation Council
- Supply Chain Executives Council



30 SEPTEMBER - DAY 1 | HILTON GRAND PLACE

8:00 - 17:00 Member Only Meetings

Eight of our European Councils will meet in private, in Brussels to work through shared business challenges, exchange concrete solutions, and leave with actionable insights on how peers and senior leaders are responding to major research, economic, and policy developments.

1 OCTOBER - DAY 2 | HILTON GRAND PLACE

8:15 - 9:00 Registration and Networking Reception

9:00- 9:20 Opening & Welcome

Our Managing Director and ESF Center leader welcome Council Members and other senior executives with a brief overview of TCB's perspective on what's ahead for European business. What are the trends impacting the future of Europe and how do we prepare for sustainable business performance?

SPEAKER



Sara Murray
Managing Director, International
The Conference Board

9:20- 9:45 Keynote: Why Assessing Geopolitical Risk Matters for Business and What Companies are Doing to Mitigate it

This session looks at how to prepare the Board, align the organization, and execute contingency plans effectively.



1 OCTOBER - DAY 2 | HILTON GRAND PLACE

9:45- 10:10 Panel: The Future of Trade and Investment System and the Value of Deals and Treaties in a World with Eroded Trust

As global trade systems become less predictable, companies must rethink how they approach cross-border investment and partnerships. This session explores how executives are adapting to shifting rules, weakening multilateral frameworks, and increasing political uncertainty, and what this means for long-term investment decisions.

SPEAKER



Maria Martin-Prat
Deputy Director General DG Trade
[European Commission](#)

10:10- 10:35 Panel: Reorganizing Business for a Multipolar, Fragmented World

As geopolitical fragmentation accelerates, companies are being forced to rethink long-established operating models. This keynote will explore how leading organizations are redesigning supply chains, reassessing investment strategies, and responding to rising protectionist pressures, while balancing resilience, competitiveness, and growth.

Drawing on real-world experience, the session will offer a strategic perspective on how executives are making critical decisions about where to invest, operate, and scale in an increasingly complex and uncertain global environment.

10:40- 11:10 Networking Break



1 OCTOBER - DAY 2 | HILTON GRAND PLACE

CHALLENGE 1 NAVIGATING THROUGH A TURBULENT GEOPOLITICAL ENVIRONMENT

Session A

11:10 – 12:30 | Panel: New Geofinancial Scenarios

Geopolitical factors are reshaping global financial markets. This session explores the financial side of geoeconomics, analyzing how geopolitical objectives interact with new forms of digital finance and affect the global economy.

Panelists will discuss the future of money, the international role of dominant currencies, how different jurisdictions are approaching these issues, and what it all means for Europe.

SPEAKER



(Moderator)

Alejandro Fiorito
Economist
The Conference Board

Session B

11:10 – 12:30 | Panel: Challenging the G2 Narrative

The main objective of this session is to explore whether there are alternatives to the perceived inevitable scenario, which depicts the outcome of the current geopolitical tension as a world dominated by two blocks led by the USA and China, where other countries or regional bodies will have no other choice but to align with either one of these two blocks.

The key themes that will be addressed in this panel are:

- a) China: a force of stabilization or destabilization?
- b) Emerging markets vs. Emerging power brokers (India, Qatar, Saudi Arabia)
- c) Are mature economies doomed? (Japan/ EU)
- d) Does investing in Africa make sense?

SPEAKERS



Max Zenglein
ESF Center Leader – Asia
The Conference Board



Prof. Luis Simón
Director of the Centre for
Security Diplomacy and
Strategy
CSDS



1 OCTOBER - DAY 2 | HILTON GRAND PLACE

12:30- 13:30 Networking Lunch

13:30 - 13:50 Keynote: European Sanctions Strategy

Sanctions have become a central instrument of geopolitical and economic policy, with direct and often immediate implications for business operations. This session will provide insight into the strategic intent, direction of travel, and expected evolution of EU sanctions frameworks.

It will explore how policymakers are balancing political objectives with economic impact, what companies should anticipate in terms of enforcement and scope, and how businesses can better align their compliance and risk strategies with an increasingly complex and dynamic sanctions environment.

SPEAKERS



David O'Sullivan
EU Sanctions Envoy
[European Commission](#)



1 OCTOBER - DAY 2 | HILTON GRAND PLACE

CHALLENGE 2

OPERATING IN A CONFLICT-DRIVEN ECONOMY

Session C

13:55 – 15:15 | Panel: National vs. Business Security

This panel explores:

- a) How investment in security and defence can benefit the wider economy
- b) Cybersecurity as a critical business issue
- c) Space as the next battlefield

Session D

13:55 – 15:15 | Panel: Weaponizing Resources or the Bottlenecks that Will Constrain Growth

At the center of this panel's conversation are four strategic areas:

- a) Rare earths
- b) Semiconductors
- c) Energy independence
- d) Technological resilience

SPEAKERS



Simon Tilford
Council Director
The Conference Board

15:15- 15:40 Break and Back to Plenary



1 OCTOBER - DAY 2 | HILTON GRAND PLACE

15:40 - 16:00 Workshop: Report from Breakout Sessions

Key insights, highlights, and takeaways from the breakout discussions.

16:00 - 16:30 Panel: The Broken Dialogue between Policymakers and Business

As trust between governments and businesses becomes more fragile, companies must navigate increasingly complex and sensitive political environments. This session explores how executives are engaging with policymakers, managing reputational risk, and operating effectively amid growing disconnect.

SPEAKERS



Claudio Murri
Council Director & Event Chair
[The Conference Board](#)

16:30 - 17:00 Keynote: What to Expect from the US Mid-term Elections Next Month?

Political developments in the United States continue to have global implications for trade, regulation, and economic policy. This session provides a business-focused perspective on potential scenarios and how companies should prepare for policy shifts and continued uncertainty.

SPEAKERS



Liam Benham
President of EU and NATO
[Boeing](#)
and Chairman of the Board
[AmchamEU](#)

17:00 - 17:15 Closing Remarks

The closing session reflects on the key insights from the day, reinforcing the need for resilience, adaptability, and informed decision-making in an increasingly unpredictable global environment.

17:15 - 17:45 Networking Drink