



The 2013 Free Market Road Show® performed by The Austrian Economics Center

Free ***M***arket ***2013*** ***Free Market*** ***Roadshow***®

“To Save or Not to Save: Will austerity programs alone save Europe?”

The 2013 Free Market Road Show®

The Austrian Economics Center (AEC), in cooperation with over 40 leading think-tanks and universities across Europe and the Caucasus, and in association with international partners such as the Liberty Fund, FreedomWorks, European Students for Liberty and the F.A. v. Hayek Institut, are proud to present the 6th Annual Free Market Road Show®.

The topic of the 2013 Free Market Road Show® is:

“To Save or Not to Save: Will austerity programs alone save Europe?”



Introduction

Some observers think austerity programs and extended credit lines will solve the Euro-zone crisis. The implementation of the European Stability Mechanism, for example, has seemed like an ideal solution to some people; but others think it will lead to an even worse crisis and a loss of national sovereignty. The consequences of this would be incalculable.

Unfortunately, recent efforts to save Europe have done little to remedy the situation. The EU has tried to fight the consequences of the financial crisis by attempting to harmonize the fiscal policies of its member states and unifying the most diverse continent on Earth into a stronger political union. In fact, the lack of a real growth plan among European leaders despite the need for urgent structural reforms may be contributing to the creation of a negative growth spiral that could severely damage Europe — and affect future generations for years to come.

Have European leaders forgotten that Europe’s strength lies in its diversity? Do they not realize that Europe’s former economic dynamism depended on freedom and high educational standards? What kind of Europe do EU leaders think they are creating with every attempt to coordinate, harmonize and unify the policies of its member states?

Europe needs to be reinvented. It needs to stop focusing solely on short-term damage control and look beyond the current crisis — and start thinking long-term about how best to manage its resources and implement real structural reforms.

The 2013 Free Market Road Show® will bring together leading business people, outstanding scholars and students, opinion leaders, policy experts, elected officials, diplomats and other interested parties from across Europe to discuss these questions. Panel discussions at each conference stop along the Road Show will consider the current Euro-zone crisis, explore what kind of Europe people want, examine the ‘conundrum’ in which the European Union finds itself in and discuss ways to turn the current crisis into an opportunity.

2013 Thematic Panels

Each Road Show conference will be organized around three thematic panels:

- **More Europe vs. Less Europe:** *How much Europe can we really afford?*

Some people argue that the solution to the European crisis is more government involvement. Others argue that a smaller more local state is best. But what do people really mean when they talk of ‘Europe’? How much more Europe can we afford, given the

current fiscal problems? Will a bigger and stronger European state help — or should we put more emphasis on local economies and decentralized structures help?

- **Deregulation vs. Regulation:** *What brings an economy back on track?*
The current Euro-zone crisis and recent financial turmoil have prompted many people to urge for greater banking and financial supervision in order to prevent future crises. Others have argued that deregulation is the best approach to unleash the powers of free enterprise. Who is right? Will more regulation help turn around an economy and its financial system? Or can we really rely on the 'invisible hand' of the marketplace to self-regulate? What is the best policy mix to help get Europe's economies back on track?
- **Welfare vs. Opportunities:** *Can youth unemployment be solved with more state intervention — or more freedom?*
Youth unemployment is a terrible phenomenon affecting many European economies today. And with the current fiscal crisis, state unemployment benefits and safety nets are often inadequate. How can governments solve youth unemployment given current budgetary constraints? What can European leaders do in order to create an environment in which young people can be more entrepreneurial? What can be done to create new employment opportunities without expanding the welfare state?

These themes and other related questions will be passionately debated at each conference stop along the Free Market Road Show®.

Background of Free Market Road Show®

Started in 2008, the Free Market Road Show® brings together renowned economists, leading politicians and prominent business leaders every year to discuss current economic problems and possible solutions at a variety of venues across Europe and the Caucasus. It also provides unparalleled networking opportunities for participants and those within the European free market movement, with exclusive events such as cocktail receptions and dinners with top opinion leaders and decision makers.

Since it started, the Free Market Road Show® has reached more than 1,800 participants and more than a hundred speakers from around the world. In 2012, the Free Market Road Show® exceeded all previous attendance records. Next year, it promises to be even bigger and better — with many new cities, more speakers and a growing list of participants.

My special thanks go to our sponsors and partners. Without their active support, our team's endeavors would be without success.

Dr. Barbara Kolm
Executive Director
Free Market Road Show®



Welcome

Important measures and reforms to tackle the economic crisis have been achieved over the past two years. But it is still essential to continue to react and take the necessary next steps. At this stage Member States are asked to follow structural reforms and create sustainable growth. Of paramount importance is that the EU and its Member States continue to follow closely its medium-term growth strategy "Europe 2020". To address pressing current difficulties in several EU Member States, President Barroso outlined two key priorities of immediate action at the beginning of this year: growth and jobs.



Regional Policy is the investment arm of the EU: It is the biggest and most important EU instrument for investments in the real economy. And it is part of the solution for both, to reach the medium-term Europe 2020 goals, and to overcome current difficulties by adapting where necessary programs and projects in a way they create growth and jobs in the short-term.

Certainly, it's not the governments and public funding which creates jobs and growth in Europe: it's our businesses, mainly SMEs; we need to strengthen and to support to be even more successful in the future. Our global competitiveness depends on their ability to get innovation to the market and to adapt to new challenges. The finalization of the European single market plays a crucial role for our competitiveness.

We need in-depth discussion about how to tackle the challenges of Europe's economy after the crisis. The Free Market Roadshow 2012 will be a valuable and important contribution to this discussion. this discussion.

Dr. Johannes Hahn
Commissioner (Member of the European Commission)

. FREE MARKET ROAD SHOW® – Report 2012 Executive Summary

“Europe at a Turning Point – Europe on the Road to Serfdom?”



For the past five years the Free Market Road Show (FMRS) has travelled from Western Europe to the Caucasus, reaching out to a wide range of audiences and advocating for economic change. Europe is currently at a critical point in its development and the decisions that are made now will greatly affect its future. At this time a candid dialogue about the free market system and the dangers of interventionism is not only timely, but also essential for the future of Europe. While this debate is significant for

the entire world, the course taken by the emerging economies in Central and Eastern Europe will determine whether those regions relapse into socialism or continue on the path to freedom and prosperity. The FMRS supports the spirit of the Austrian School of economics and calls for its implementation in current economic policy. Foremost among these values is the implementation of sustainable solutions to the current economic and monetary crisis.

The European-wide conference targets speakers specializing in the economic, political and scientific fields. Conferences generally have three panels that consist of one keynote speaker and three to five panel members. Each panel lasts approximately 1.15 hours.

The FMRS gathers leading business people, outstanding scholars and students, opinion leaders, policy experts, elected officials, diplomats and other interested parties throughout Europe. The conference provides unparalleled networking opportunities for those within the European Free Market and Limited Government movement. It also offers the opportunity for those unfamiliar with such values to be introduced to the ideals for the first time. In 2012 we experienced the highest turnout in FMRS history. The most gratifying aspect of the tour was introducing the ideas of freedom to individuals who were not previously familiar with them, such as those in Thessaloniki, Greece. Since pro-freedom messages are rarely if ever communicated in Greece, this event undoubtedly saw the biggest marginal returns in terms of spreading the ideas of liberty.



The FMRS serves as a major source of unifying libertarians and free-market supporters on an international level, and every year new connections are established and new projects are started because of this medium. We have had speakers and attendees from all over the world, including the US, Turkey, Singapore, Chile, Liechtenstein, Azerbaijan, Georgia and many more.

Fifth Free Market Road Show® 2012 – Facts and Figures

“Europe at a Turning Point – Europe on the Road to Serfdom?”

www.freemarket-rs.com

Locations:

Bratislava	April 27 th 2012
Kiev	May 3 rd 2012
Baku	May 5 th 2012
Tbilisi	May 9 th 2012
Ankara	May 12 th 2012
Thessaloniki	May 14 th 2012
Tirana	May 16 th 2012
Podgorica	May 17 th 2012
Sarajevo	May 21 st 2012
Belgrade	May 23 rd 2012
Zagreb	May 24 th 2012
Ljubljana	May 25 th 2012
Vienna	Oct 4 th 2012



Attendance:

Appx. 1.800 participants

Appx. 140 international speakers

Media Coverage:

Appx. 40-50 reports in national and international media

Key Note Speakers

Among many others :

Terry Anker, Hardy Bouillon, John Fund, Pierre Garelo, Michael Jäger, Matt Kibbe, Dan Mitchel, Jose Pinera, Razeen Sally,

Erich Weede, Michael Wohlgemuth,

See Website (www.freemarket-rs.com)

Results



The 2012 Free Market Road Show toured three new cities: Ankara, Turkey; Thessaloniki, Greece; and Tirana, Albania. For many participants at these stops, it was their first exposure to free-market arguments. One of the highlights of the FMRS occurred in Thessaloniki, Greece in cooperation with a local partner the University of Macedonia. With Greece being one of the most crisis-stricken countries in the European Union—added to the fact that it generally looks for solutions via big government—it was a pleasant surprise to have one of the highest turnouts in FMRS history, with over 400 participants. The turn-out and ability for many participants in Greece to view free-market ideals with an open mind encourages the thought that many people are tired of statist solutions and are now open to other perspectives and answers for a new future.

The FMRS has experienced a huge success in spreading the message of liberty to new audiences all across Western and Eastern Europe and the Caucasus Region. In addition, we look forward to many more successful stops at new destinations where individuals are unexposed to the ideas of freedom. This year connections were made at the Free Market Road Show stops for new possible stops next year and we were personally contacted by people from think-tanks all across Europe whom had heard of the FMRS and that were interested in working with us for a stop in their cities. As a result of these new connections we plan on adding an additional 9 stops to the FMRS roadmap next year for a total of 22 stop including Athens, Estoril, Geneva, Istanbul, Madrid, Paris, Vilnius and Warsaw.

Most discussed questions were:

What are the reasons for the global economic crisis - free markets or government intervention?

Are our current (welfare) systems the cure or the cause for the crisis?

Should governments take care of us or should we finally start taking care of ourselves?

Throughout the travel days a team spirit developed, that will help expand the network even more and bring even the most uneasy academics on board.

We managed to stick within our tight budget. Consequently, the results are, with this little budget, excellent! However, there are a couple of things we again learned and need to correct, enhance, or even change.

Innovations 2012 due to experience and the expansion of the budget:

Stronger involvement of sponsors and partners at the planning stage, which lead to

- Better coordination of dates
- Easier travel (most of the Balkan tour via Busses)
- Additional sight seeing
- Additional breaks for cultural exchange programs between the conferences
- Add three new cities (experiments), that turned out well
- Expand the website and Facebook for the FMRS
- Side events were possible and become popular
- Three Liberty Fund Conferences in Baku, Istanbul and Dubrovnik
- More international top speakers
- A better combination of local and international speakers
- A deeper discussion due to more specialists on the respective topics
- For the second time, but to a much larger extent Liberty Fund partnered with their books program, which resulted in
- Added value for attendees, who were offered a 60% discount on all post-show purchases through December 31, 2012
- Many great works on economic and social philosophy were on display*

*Economic Freedom and Interventionism

The Federalist, Good Money, Part I, Good Money, Part II

Hayek DVD, Hayek on Hayek, Human Action

The Man and the Statesman, Market Theory and the Price System

Nation, State, and Economy, Pejovich DVD, Planning for Freedom

Socialism, Theory of Moral Sentiments, Treatise on Political Economy



PANELS

* * * all panel topics will be the same in every city with the exception of Kyiv, Baku, Tbilisi and Zagreb

Panel 1: Individualism vs. Collectivism: How much government can we afford?

We are in the middle of a public debt crisis of historical proportion and for most politicians the solution is more of the same – which means for them: more government intervention and government spending. However the most important question is often avoided: What are the reasons for the crisis - free markets or government intervention? Are our current (welfare) systems the cure or the cause for the crisis? Should governments take care of us or should we finally start taking care of ourselves? Is a paradigm shift realistic? The reasons for the current crisis and it's implications for the next generation in the light of recent European policies will be discussed.

Panel 2: Harmonization vs. Competition: What brings us back on track on the road to growth?

As a result of the current public debt crisis, especially in Europe, many politicians and so-called experts view further harmonization on a European level as solution for the skyrocketing public debts. However, isn't diversity one of the key preconditions for our prosperity? What would be the consequences of a European Central Government? Apart from the recently discussed EU policies and their consequences, new and innovative solutions for the crisis will be discussed.

Panel 3: Euro vs. Sound money: How will Europe's currency look like in the future?

Will the Euro survive? Is it a precondition for a European identity and means of organizing a common market – or simply an instrument of exchange? Is the Euro an engine for integration or is it a potential cause for further conflicts and therefore dividing the European Union? Are there alternatives to the Euro and if so, what are the preconditions to avoid recent impairments? This panel will focus on any alternatives to fractional reserve, e.g. a necessity to return to gold standard and on the issue of currencies.

FREE MARKET ROADSHOW Professional Conference

BRATISLAVA

Friday, April 27th 2012

Venue: Crowne Plaza Bratislava, London Conference Room
Hodžovo námestie 2
81625 Bratislava



Registration: 8:00 – 8:30
8:30 – 8:45 Welcome and Introduction
Dr. Peter Gonda (Conservative Institute of M.R. Štefánik)
Dr. Barbara Kolm (Austrian Economics Center)

Panel 1: Individualism vs. Collectivism:
How much government can we afford?
Time: 8:45 – 10:20
Chair: Ondrej Sočuvka (CEBSI)
Keynote: Prof. Klaus Emmerich
Podium: Frederik Cyrus Roeder (European Students For Liberty)
Juraj Kotian (Austrian Erste Group Bank)
Radovan Durana (INESS)
Mario Fantini (Hayek Institut)

Break 10:20 – 10:40

Panel 2: Harmonization vs. Competition:
What brings us back on track on the road to growth?
Time: 10:40-12:15
Chair: Dr. Richard Durana (INESS)
Keynote: Dr. Daniel Mitchell (CATO Institute)
Podium: Dr. Ján Oravec (Entrepreneur Association of Slovakia, Hayek Foundation Bratislava)
Martin Oravec (TREND Analyses)
Zdenek Vilímek (Coca-Cola Northern Central Europe)

Break 12:15 -12:45

Panel 3: The European Stability Mechanism:
The End of financial sovereignty? Euro vs. Sound money
Time: 12:45-14:20
Chair: Dr. Ján Oravec (Entrepreneur Association of Slovakia, Hayek Foundation Bratislava)
Keynote: Dr. Barbara Kolm (Austrian Economics Center)
Podium: Dr. Richard Otto Zundritsch (Added Value)
Juraj Karpiš (INESS)
Dr. Peter Gonda (Conservative Institute of M.R. Štefánik)

14:20-14:30 Evaluation and conclusions
Dr. Peter Gonda (Conservative Institute of M.R. Štefánik)
Dr. Barbara Kolm (Austrian Economics Center)

Austrian Economics Center Free Market Road Show®

Free Market *2013* **Roadshow**®

“To Save or Not to Save: Will austerity programs alone save Europe?”
8th May – 27th of June 2013

Corporate Package Opportunities: SPONSORSHIP LEVELS:

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Co-Sponsor: € 3.000

Sponsor: € 4.000

Special Host: € 5.000

OPTION A: SUPPORTER: 1 City: EURO 1.500; 5 Cities by choice: EURO 5.000

Homepage	o	Company colour logo and link in the 'Events' section on www.freemarket-rs.com
Program	o	Colour logo (regular size)
Promotion Material	o	Brochures in the entrance area of the conference hall
Presentation	o	1 Rollup in the Entrance/Registration/Wardrobe Area
	o	Logo Projection during the breaks
	o	Exhibition stand ½ table
	o	½ Page with logo in our annual brochure of 2013, which will be displayed at all our events in 2014
Participation	o	Free passes, offering full access to the exhibition area, all event sessions, coffee breaks, cocktail for 5 representatives of your company, guests, business partners, customers
Post - Event	o	Conference summary including your logo and link will be sent to all participants by e-mail Preferential rates for upcoming events (Early Bird Discount of 3%)

OPTION B: CO-SPONSOR: 1 City: EURO 3.000; 5 Cities by choice: EURO 12.000
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Homepage	o	Company colour logo and link in the 'Events' section on www.freemarket-rs.com
Program	o	Colour logo (regular size)
Promotion Material	o	Ballpoint pens and/or Notepads in each AEC-participant folder*
	o	Brochures in the entrance area of the conference hall
Presentation	o	1 Rollup in the Entrance/Registration/Wardrobe Area
	o	Presentation clip of 30 seconds during the breaks
	o	Logo Projection during the breaks
	o	Exhibition stand (½ table)
	o	½ Page with logo in our annual brochure of 2013, which will be displayed at all events in 2014
Participation	o	Free passes, offering full access to the exhibition area, all event sessions, coffee breaks, cocktail for 10 representatives of your company, guests, business partners, customers
Host Option	o	Choose A or B A) Coffee Break*: Option to provide 2 rollups and corporate branding napkins B) Lunch with the Keynote Speakers*: Option to provide 2 rollups and corporate branding napkins, table banners
Participants	o	Pre-event: provisional participation list
	o	Post-event: full list of participating delegates, including contact details
Post - Event	o	Conference summary including your logo and link will be sent to all participants by e-mail
	o	Preferential rates for upcoming events (Early Bird Discount of 5%)

* First come, first serve basis

OPTION C: SPONSOR: 1 City: EURO 4.000; 5 Cities by choice: EURO 15.000

Homepage	<input type="checkbox"/>	Company colour logo and link in the 'Events' section on www.freemarket-rs.com
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Promotion Material	<input type="checkbox"/>	Ballpoint pens and/or Notepads in each AEC-participant folder*
	<input type="checkbox"/>	Brochures in the entrance area of the conference hall
Presentation	<input type="checkbox"/>	1 Rollup in the Entrance/Registration/Wardrobe Area
	<input type="checkbox"/>	Presentation clip of 30 seconds during the breaks
	<input type="checkbox"/>	Logo Projection during the breaks
	<input type="checkbox"/>	Exhibition stand (½ table)
	<input type="checkbox"/>	¼ Page with logo in our annual brochure of 2013, which will be displayed at all our events in 2014
Participation	<input type="checkbox"/>	Free passes, offering full access to the exhibition area, all event sessions, coffee breaks, cocktail for 10 representatives of your company, guests, business partners, customers
	<input type="checkbox"/>	Participation on one panel or on press conference
Host Option	<input type="checkbox"/>	Choose A or B A) Coffee Break*: Option to provide 2 rollups and corporate branding napkins B) Lunch or special event with the Keynote Speakers*: Option to provide 2 rollups and corporate branding napkins, table banners
Participants	<input type="checkbox"/>	Pre-event: provisional participation list
	<input type="checkbox"/>	Post-event: full list of participating delegates, including contact details
Post Event	<input type="checkbox"/>	Conference summary including your logo and link will be sent to all participants by e-mail
	<input type="checkbox"/>	Preferential rates for upcoming events (Early Bird Discount of 8%)

* First come, first serve basis

OPTION D: SPECIAL HOST: 1 City: EURO 5.000; 5 Cities by choice: EURO 20.000

Homepage	<input type="checkbox"/>	Company colour logo and link in the 'Events' section on www.freemarket-rs.com
Program	<input type="checkbox"/>	Priority Positioning colour logo (regular size)
Promotion Material	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Stand available in the main exhibition area Ballpoint pens and / or Notepads in each AEC-participant folder* Brochures in the entrance area of the conference hall
Presentation	<input type="checkbox"/>	2 Rollups : - 1 in the Conference Hall - 1 in the Entrance/Registration/Wardrobe Area
	<input type="checkbox"/>	Presentation clip of 1 minute during each break
	<input type="checkbox"/>	Logo Projection during the breaks
	<input type="checkbox"/>	Own exhibition stand (one table)
	<input type="checkbox"/>	½ Page with logo in our annual brochure of 2013, which will be displayed at all our events in 2014
Participation	<input type="checkbox"/> <input type="checkbox"/>	Free passes, offering full access to the exhibition area, all event sessions, coffee breaks, lunch, cocktail for 20 representatives of your company, guests, business partners, customers. Participation on two panels and on press conference
Host Option	<input type="checkbox"/> <input type="checkbox"/>	Choice between A, B or C A) Coffee Break*: Option to provide 2 rollups and corporate branding napkin B) Lunch or special event with the Keynote Speakers*: Option to provide 2 rollups and corporate branding napkins, table banners C) Cocktail*: Option to provide 2 rollups and corporate branding napkins, table banners Welcome address (<i>reach all attendees at this exclusive event</i>)
Participants	<input type="checkbox"/> <input type="checkbox"/>	Pre-event: provisional participation list Post-event: full list of participating delegates, including contact details
Post Event	<input type="checkbox"/> <input type="checkbox"/>	Conference summary including your logo and link will be sent to all participants by e-mail Preferential rates for upcoming events (Early Bird Discount of 10%)

* First come, first served basis

Summary:

1 City / 5 Cities (by choice)

1 City / 5 Cities (by choice)

- | | |
|--|--------------------|
| <input type="checkbox"/> - A: SUPPORTER: | € 1.500 / € 5.000 |
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| <input type="checkbox"/> - C: SPONSOR: | € 4.000 / € 15.000 |
| <input type="checkbox"/> - D: SPECIAL HOST: | € 5.000 / € 20.000 |

AEC could also tailor a promotional package to suit your particular requirements

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Sponsor Package
Advertising size

$\frac{1}{2}$ Page

$\frac{1}{4}$ Page

$\frac{1}{8}$ Page

Digest of Press Reports

The collage features several prominent articles and images:

- Top Left:** "Europäischer Stabilisierungsmechanismus (ESM) und dessen Konzeptionen für die Zukunft Europas". Includes a photo of a woman and text discussing the ESM's role in stabilizing the Eurozone.
- Top Center:** "Spreading Liberty in the Eyes of the Socialist Bloc: The Free Market Place Shows Signs in Greece".
- Top Right:** "Europas Konflikt mit dem Glücksspiel". Discusses the conflict between the EU and the gambling industry, mentioning the "Wieners Zeitung" and "Casino".
- Middle Left:** "Wir lassen gepostet werden! Was ist geschickter? Darüber diskutieren". Includes a photo of a man and text about social media and privacy.
- Middle Center:** "„Immer mehr können sich um Teufelskräften“". A large, dense text block with a photo of a group of people.
- Middle Right:** "Was hätte Jesus dazu gesagt?". A religious-themed article with a photo of a man.
- Bottom Left:** "Fatales Vertrauen". An article with a photo of a man.
- Bottom Center:** "Wirtschaft 19: „Ein Ja zum ESM ist gefährlich“". A large article with a photo of a woman, discussing the ESM's impact on the Greek economy.
- Bottom Right:** "Diskussion: Die Bilder von Leistung und Erfolg". Includes a photo of two women and text about the relationship between performance and success.

Other smaller clippings include "Der Versuch, alles zu regeln, ist gescheitert", "Werten zerpflegen die Faktors Budget", "Meinungsfreiheit", and "Steuern der Zukunft sollen flacher werden".



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