

2019 BUSINESSEUROPE SME EVENT

19 February 2019

BUSINESSEUROPE

▶ WHAT DO SMEs EXPECT FROM THE FUTURE EU SME POLICY?

Permanent Representation of the Netherlands to the EU,
4-10, Avenue de Cortenbergh, 1000 Brussels

PRELIMINARY PROGRAMME

08.30

REGISTRATION & WELCOME COFFEE

The conference will be moderated by **Jennifer Baker**, EU Policy Correspondent

09.15

WELCOME AND INTRODUCTION

Welcoming words (Permanent Representation of the Netherlands to the EU)

Introduction by



Anna-Lena Bohm

CEO of Uniguide AB,
Chair of BusinessEurope's
"Entrepreneurship and SME"
Committee

09.20

KEYNOTE SPEECH: THE NEED FOR A STRENGTHENED EU SME POLICY

Keynote speech by



Markus J. Beyrer

Director General of
BusinessEurope

09.30

SESSION I: DEVELOPING FUTURE-PROOF REGULATION SUPPORTING ENTREPRENEURS IN THE DIGITAL AND INNOVATION-BASED ECONOMY

How to design legislation which supports SMEs in developing, testing and applying new digital technologies and new business models?



Torsten Andersen

Deputy Director General
of the Danish Business
Authority and
Danish SME Envoy



Olivier Girard

Head of the Unit "Competitiveness,
Innovation & Digital Europe",
Secretariat General,
European Commission



Erdem Ovacik

CEO of Donkey Republic,
Copenhagen



Andreas Schwab,

Member of the European
Parliament

10.15

SESSION II: ENSURING THAT SMEs CAN ACHIEVE THEIR FULL GROWTH POTENTIAL THROUGH DIGITAL

How to enable a fair and vibrant platform economy that upholds trust of citizens and business users?



Florian Bressand
Chief Operating Officer
of Mirakl



Werner Stengg
Head of Unit "E-commerce and
Platforms",
DG Connect,
European Commission



Anna-Lena Bohm
CEO of Uniguide AB,
Chair of BusinessEurope's
"Entrepreneurship and SME"
Committee

11.00

COFFEE BREAK

11.20

SESSION III: SUPPORTING SME EXPANSION BEYOND NATIONAL BORDERS

What should be the next steps for supporting SME expansion within the Single Market and outside? How to improve the quality and relevance of information that SMEs obtain when planning to enter a new market? How to ensure that more SMEs benefit from the EU Free Trade Agreements? How can digitalization be best used as an enabler for SME internationalisation?



Grzegorz Szczęśniak
President of Szczęśniak Special
Vehicles Ltd



Cinzia La Rosa
CEO of La Rosa Energy srl and
Vice President of Piccola Industria



Kristin Schreiber
Director of COSME Programme
And SME Competitiveness,
DG GROW,
European Commission



Sandra Gallina
Deputy Director General of DG Trade,
European Commission

12.20

CONCLUSIONS

12.30

NETWORKING LUNCH

