



The 2014 SME Assembly

Growth Through Enterprise: Exploiting the Opportunities Ahead

Including the European Enterprise Promotion Awards Winners' Ceremony &
European SME Week events

Wednesday, 1st October 2014			
Stazione Marittima, Molo Angioino, Naples, Italy PRE-CONFERENCE PROGRAMME – BY INVITATION ONLY			
09:30 – 17:00	Business Innovation Observatory – 3 rd Workshop Dione Room (EN)	Liberal Professions Working Group Perseide Room (DE, EN, ES, FR, IT)	European Network to Promote Women's Entrepreneurship (WES) Elettra Room (EN)
14:30 – 17:30	SME Internationalisation / Euro-Mediterranean Industrial Co-operation Ramada Hotel, Via Galileo Ferraris, 40, Naples (EN, FR, IT)		
Programme for all delegates			
14:00 – 17:00	Business Tours at the Citta della Scienza (hosted by the Italian Presidency)		
18:00 – 20:00	The European SME Week Reception Hosted by The Italian Presidency of the Council of the European Union & The European Commission At Camera di Commercio di Napoli (historic trading floor of the Naples Stock Exchange) Including the launch of the European Entrepreneurial Region Award 2016 Michel Lebrun , President, Committee of the Regions		



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Thursday, 2 nd October 2014		
Stazione Marittima		
09:00 Lobby	<p>Registration</p> <p><i>Due to security restrictions in relation to the presence of H.E. The President of the Republic of Italy, all attendees must arrive in time and wear their name badges at all times.</i></p>	
10:00 – 11:00 Galatea Room	<p>Opening ceremony of the 2014 SME Assembly in the presence of H.E. Giorgio Napolitano, President of the Republic of Italy</p> <p>Welcome from Antonio Polito, Assembly Chair</p> <p>Introduction by Daniel Calleja, EU SME Envoy and Director General, DG Enterprise & Industry</p> <p>Welcome message from José Manuel Barroso President of the European Commission</p> <p>Keynote Speech by Federica Guidi, Italian Minister for Economic Development</p> <p>Keynote Speech by Ferdinando Nelli Feroci, Member of the European Commission for Entrepreneurship & Industry</p>	DE, EN, FR, IT, ES
11:00 Galatea Room	<p>The Big Debate</p> <p>“Thanks to digital technology, everyone can become a successful entrepreneur”</p> <p>In favour: Karen Boers, Startups.be, Ilja Laurs, GetJar; Against: Amit Pau, Ariadne Capital, Orlaith Carmody, Mediatraining.ie</p>	DE, EN, FR, IT, ES
12:30 Lobby	Networking lunch	



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14:00	<p>Policy Session 1</p> <p>Meeting SME Finance Needs</p> <p>Panel of experts followed by Q&A</p> <p>Dione Room</p> <p>Keynote:</p> <p>Dario Scannapieco, Vice President, EIB</p> <p>Maria Cristina Bertellini, President SME Committee, Confindustria</p> <p>Ari Korhonen, VP, EBAN; Founder, Spin Top Ventures</p> <p>Ilja Laurs, GetJar</p> <p>Leonardo Rubattu, Dir. Gen., ICCREA BANCA</p> <p>Moderator:</p> <p>Christian Weinberger (EN)</p>	<p>Policy Session 2</p> <p>Business Dynamics: Start Up; Transfer; Second Chance</p> <p>Panel of experts followed by Q&A</p> <p>Calipso Room</p> <p>Tony Brunello, Business Transfer Expert Group, Studio Centro Veneto</p> <p>Luis Iurcovich, CEO, Trasversale</p> <p>Olivier Khan, BECI</p> <p>Ahti Kuningas, <i>SME Envoy, Estonia</i></p> <p>Moderator:</p> <p>Marko Curavić (IT, EN)</p>	<p>Entrepreneurship Forum</p> <p>Galatea Room</p> <p>Interviews with entrepreneurs and managers of successful SMEs and startups; testimonials from entrepreneurs who have benefited from EU enterprise support programmes; followed by a moderated panel discussion & audience questions</p> <p>FIRST PANEL:</p> <p>Alberto Baban, VP Small Business, Confindustria</p> <p>Markus Espeter, GloW Energy</p> <p>Paula Fitzsimons, Going for Growth</p> <p>Vincent Fosty, Watify</p> <p>Tim Lagerpusch, Sugar Trends</p>
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<p>15:15</p>	<p>Policy Session 3</p> <p>Completing the Single Digital Market for SMEs</p> <p>Panel of experts followed by Q&A</p> <p>Dione Room</p> <p>Ben Butters, Eurochambres</p> <p>Dana Eleftheriadou, DG ENTR</p> <p>Sergio Ruiz Sierra, Pymes.com</p> <p>Christian Verschueren, Dir. Gen., Eurocommerce</p> <p>Moderator: Katarzyna Bałucka-Dębska (EN)</p>	<p>Policy Session 4</p> <p>Growth Through Responsive Administration</p> <p>Panel of experts followed by Q&A</p> <p>Calipso Room</p> <p>Chair: Susannah Simon, SME Envoy, UK</p> <p>Keynote: Giorgio Merletti, President, Confartigianato</p> <p>Maarit Nyman, DG ENTR</p> <p>Alain Deniau, Heidrick & Struggles (IT, EN)</p>	<p>Marek Ozana, Ochi (Eureka)</p> <p>Pedro de Sampaio Nunes, Eureka</p> <p>Vincenzo Schiavo, Eurosportello, EEN Naples</p> <p>Claudio Cappellini, CNA</p> <p>SECOND PANEL:</p> <p>Anna Gullstrand, Fröjd</p> <p>Isa Maggi, BIC Italia Net</p> <p>Swetlana Reiche, Lensspirit</p> <p>Benjamin Suchar, Yoopies</p> <p>Heleen Willemsen, Babybloom Healthcare</p> <p>Moderator: Joanna Drake (DE, EN, ES, FR, IT) (14:00 – 16:00)</p>
<p>16:30 Expo Hall</p>	<p>Networking & coffee</p>	<p>Meet the Experts (A)</p> <p>New Innovation Actors – Design & Technology in the Interest of Society?</p> <p>Vanessa Carpenter, IdemoLab - Delta</p> <p>Anne Dorthe Josiassen, Dansk Design Centre</p> <p>Christian von Scholten, NorthQ</p>	<p>Meet the Experts (B)</p> <p>Business Innovation Observatory: Unlocking the Potential of Business & Societal Innovation; How to Scale Up</p> <p>Gavriel Avigdor, Innova SpA</p> <p>Cristina Fernandez-Ramos, DG ENTR</p> <p>Laurent Frideres, PwC Luxembourg</p> <p>Laurent Probst, PwC Luxembourg</p> <p>René Wintjes, VNU Merit</p>



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18:00 Galatea Room	European Enterprise Promotion Awards' Ceremony Presentation of the nominees and announcement of the winners Presented by Gianna Mazzarella , Giovani Industriali, Confindustria (IT, EN)
21:00	Networking dinner at The Excelsior Hotel, Naples

Friday, 3rd October 2014

Stazione Marittima

08:00	Breakfast Briefing – SBA Factsheets Briefing for journalists on the 2014 SBA Factsheets with the EU SME Envoy Perseide Room (IT, EN)	EEPA Breakfast Nominees of the EEPA awards present and share best practice Moderator: Thomas Cooney , EEPA Jury Member Elettra Room (EN)
09:00 Galatea Room	Welcome from the Chair Antonio Polito	DE, EN, FR, IT, ES
09:05 Galatea Room	SBA 2.0 Growth Through Enterprise The EU SME Envoy, Daniel Calleja , introduces the themes for the SBA 2.0. Gunilla Almgren , President of UEAPME and Marta Martí Carrera , BusinessEurope, test the policies against the realities of doing business.	
09:30 Galatea Room	Question Time An opportunity for the audience to ask questions of the SME Envoy, moderated by the Assembly Chair	
10:00 Expo Hall	Networking Coffee	



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10:30	<p>Transatlantic Co-operation: Benefits for SMEs</p> <p>Interactive session on the opportunities for European SMEs to invest in and trade with the US.</p> <p>Part 1: Driving SME growth in Europe and the US</p> <p>Galatea Room</p> <p>Anthony L. Gardner, US Ambassador to the EU and Daniel Calleja, EU SME Envoy & Director General for Enterprise & Industry, discuss the policies and practices pursued by the US and EU to drive enterprise growth; followed by questions from SMEs</p> <p>Chair: Antonio Polito Kim Benson, VP, Cange International Daniele Vaccarino, President, CNA (DE, EN, ES, FR, IT)</p>	<p>Policy Session 5</p> <p>Skills for Entrepreneurship</p> <p>Panel of experts followed by Q&A</p> <p>Dione Room</p> <p>Ian Clifford, CEO, You Rock Livia di Nardo, Director for Development, JA-YE Europe Efka Heder, SEECEL Sabine Hepperle, SME Envoy, Germany Dražen Pros, SME Envoy, Croatia</p> <p>Moderator: Marko Curavić (IT, EN)</p>	<p>World Café Session</p> <p>The Small Business Act 2.0</p> <p>A moderated workshop on the priorities for a renewed SBA.</p> <p>After an introduction by Joanna Drake, Deputy EU SME Envoy and Director for SME Policy, Katarzyna Bałucka-Dębska, Ursula Hillbrand and Christian Weinberger will facilitate this interactive workshop.</p> <p>Elettra Room (EN)</p>
	<p>Meet the Experts (A)</p> <p>Your Access to South East Asia: Opportunities for Partnership</p> <p>Valerio Giampiero Mazzone, EU Philippines Business Network Niranjala de Mel, ASEAN IPR SME Helpdesk; EBO Worldwide Network asbl Minna Saneri, EU Malaysia Chamber of Commerce & Industry; EBO Worldwide Network asbl</p>	<p>Meet the Experts (B)</p> <p>SME Transfer in Europe: Transeo - Good Practices from Spain and Finland</p> <p>Oriol Alba, Centre de Reempresa de Catalunya, Spain Jean-Pierre Di Bartolomeo, Transeo-Belgium Sakari Oikarinen, Confidentum Ltd & Transeo, Finland</p>	



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11:45	<p>Part 2: TTIP – SME Chapter</p> <p>Galatea Room</p> <p>Experts discuss the potential benefit for SMEs of an EU/US trade agreement; followed by Q&A</p> <p>Arnaldo Abruzzini, Secretary General, Eurochambres</p> <p>Lori Cooper, US Department of Trade</p> <p>Brooke Fishback, Health Enterprises & US Chamber</p> <p>Luigi Gambardella, Transatlantic Business Council</p> <p>Denis Redonnet, EU Lead Negotiator, SMEs</p> <p>Christina Sevilla, US Lead Negotiator, SMEs, TTIP</p> <p>Elena Stegemann, Director International, NuStep</p> <p>Moderator: Wojciech Sopinski (DE, EN, ES, FR, IT)</p>	<p>Policy Session 6</p> <p>Design for Growth</p> <p>Panel of experts followed by Q&A</p> <p>Dione Room</p> <p>Neil Gridley, Design Association, Design Council</p> <p>Andrew Kilborn, Managing Director, Orluna</p> <p>Jane Oblikas, CEO, Estonian Design Centre</p> <p>Marko Sverdlik, Chairman Proekspert</p> <p>Moderator: John Mathers, CEO, Design Council (IT, EN)</p>	<p>SME Envoys Meeting</p> <p>(upon invitation only)</p> <p>Perseide Room (DE, EN, ES, FR, IT)</p>
	<p>Meet the Experts (A)</p> <p>Early Warning Europe</p> <p>Peter Bausager</p> <p>Søren Boutrup</p> <p>Svend Røge</p> <p>All: Early Warning, Denmark</p>		
13:00 Expo Hall	Networking Lunch		
13:30 Expo Hall	<p>Meet the Experts (A)</p> <p>Presenting the Commission's Series of SBA Guidebooks</p> <p>Pertti Hermannek, author of the guidebook on SBA implementation on a regional level</p> <p>Christian Weinberger, Senior Advisor on SME Policy, DG ENTR</p>	<p>Meet the Experts (B)</p> <p>Business Innovation Observatory: Smart Factories, Clean Tech and Customer Experience – How to Accelerate the Uptake of New Innovation Models</p> <p>Laurent Frideres, Nuray Unlu Bohn, PwC Luxembourg</p> <p>René Wintjes, VNU Merit</p>	



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14:30	<p style="text-align: center;">The Pitch</p> <p>Would-be and start-up entrepreneurs pitch for investment in their company in return for a stake in the business. The audience decides.</p> <p style="text-align: center;">Galatea Room</p> <p style="text-align: center;">Matan Beery, Akvolution</p> <p style="text-align: center;">Daan Bergers, Qualenica</p> <p style="text-align: center;">Tim Lagerpusch, Sugar Trends</p> <p style="text-align: center;">Samuel Lopez, Creiserds</p> <p style="text-align: center;">Robert Schochmann, Anima Technica</p> <p style="text-align: center;">Åsmund Frengstad, Smart Charge</p> <p style="text-align: center;">Judges:</p> <p style="text-align: center;">Elbert Stoof, Get in the Ring</p> <p style="text-align: center;">Ari Korhonen, EBAN</p> <p style="text-align: center;">Marie Laenen, Sendabee</p> <p style="text-align: center;">Moderated by: Joanna Drake</p>	<p style="text-align: center;">SME Envoys Meeting (Public)</p> <p style="text-align: center;">Perseide & Agave Rooms</p> <p>Presentation by Paraig Hennessy Irish One-Stop-Shop for licenses</p> <p>Presentation by Ahti Kuningas on e-government in Estonia</p>	DE, EN, FR, IT, ES
15:45	Conclusions by Costas Andropoulos , DG Enterprise		
16:00	Close of SME Assembly		



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ENTREPRENEUR EXPO

An annual exhibition and networking opportunity forming the key focus for SME Week; the Expo will provide a showcase for innovative European start-ups and SMEs, as well as organisations who support entrepreneurs and promote them. Exhibitors include:

Akvolution (Matan Beery), **Anna van Mills** (Anna Winkelmolten), **Bluesquare** (Dr. Monica Gemelli), **Bluesod Lab** (Antonella Schiatarella), **EEN Italy** (Cristina Raffone), **Epi-C srl** (Gianluigi Franci), **Erasmus** (Katarzyna Bałucka-Dębska), **Genomix4Life** (Alessandro Weisz), **Remocean** (Vincenzo Vecchio), **ZalozFirmu.cz** (Petr Čížek)

MEET THE EXPERTS

These sessions will allow delegates to participate in small interactive sessions with policy experts and practitioners on a wide variety of topics; these sessions will be held in two distinct seating areas (A and B) in the Expo Hall