



**EU Policies and activities regarding SMEs and
Innovation**

IM 32227

**Organised in cooperation with the Directorate-General
for Enterprise and Industry, European Commission**

Venue:

Safir Hotel Cairo Egypt*****

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Cairo,

7-8 December 2009

For more information on TAIEX assistance and to download presentations of this event, please go to: <http://ec.europa.eu/enlargement/taieux>.

Context of the meeting

At the 7th Euro-Mediterranean ministerial conference on industry, on 5-6 November 2008, in Nice, Ministers for Industry approved a work programme for 2009-2010. It comprises six work areas : entrepreneurship and competitiveness; trade facilitation for industrial products; innovation; investment promotion; textiles and clothing; sustainable industrial development.

- The keystone of the actions is the adoption of the Euro-Mediterranean free trade area and the establishment of a Union for the Mediterranean. It goes hand in hand with efforts to align legislation and eliminate non-tariff obstacles to trade, which will bring to the EuroMed countries the advantages of deep integration.

- The proposed lines of action reflect an invitation to the Mediterranean partner countries (MED countries) to connect to the industrial and enterprise policies of the European Union.

- In this regard and based on the requests expressed by the MED countries, a number of workshops will be held in 2009 and 2010 to inform Mediterranean partner countries about the latest developments in EU policies and activities relating to SMEs (e.g. Small Business Act) and innovation (e.g. clusters, non-technological, organisational innovation, innovation in non high-tech enterprises and eco-innovation). Both the conclusions of the ministerial conference and the 2009-2010 work programme on industrial cooperation state that some of these workshops could be supported by the TAIEX instrument.

- Since its adoption by Industry Ministers in 2004, the Euro-Mediterranean Charter for Enterprise has been used as a reference policy document to promote competitiveness in Mediterranean partner countries. The EuroMed Charter was inspired by the EU Charter for Small Enterprises. It provides guidelines in ten lines of action to spur entrepreneurship, promote SMEs and innovation, and improve the business environment. In 2008, a "Report on the Implementation of the Euro-Mediterranean Charter for Enterprise" reviewed the progress achieved so far under the Charter. The report is the result of an assessment coordinated and supported by the Commission (DGs ENTR and AIDCO), and performed in full cooperation with the partner countries and their Charter coordinators, the OECD, the EIB and the European Training Foundation. The report offers a thorough, comparative analysis of enterprise policy in the following nine MED countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Syria, Tunisia. The evaluation report contains sections showing the way forward, including with regards to SMEs and innovation. Together with the 2009-2010 work programme, the report will be used as the main background document for conducting the workshop.

- Based on the information on EU policies and activities, on the 2009-2010 work programme and on the conclusions of the Charter report, participants will decide on the next steps focussing on the four priority areas defined in the 2009-2010 work programme : skills development, access to finance, market access and innovation.

Aim of the Meeting

- 1- Present the latest developments in MED and EU policies to respond to the needs of SMEs on the four priority areas defined in the 2009-2010 work programme : skills development, access to finance, market access and innovation
- 2- Discuss amendments to the Euro-Mediterranean Charter for Enterprise with reference to these policy developments, the need to pay more attention to SMEs' needs, and the 2008 report on the implementation of the Euro-Mediterranean Charter for Enterprise
- 3- Improve the tool to evaluate the Charter implementation in the four above-mentioned priority areas

Annotated agenda 7 December 2009

8.30	Registration
09.00	<p>Welcome and objectives of the seminar <i>Dr. Hany Barakat, Charter Coordinator in Egypt, Egyptian Ministry of trade and industry</i> <i>Mr. Gerhard Krause, Head of Sector, European Commission Delegation in Egypt</i></p> <p>A 2009-2010 work programme on industrial cooperation was approved at the 7th EuroMed Ministerial Conference on Industry in Nice, on 5-6 November 2008. http://ec.europa.eu/enterprise/policies/international/promoting-neighbourhood/mediterranean/index_en.htm#h2-work-programme-for-2009-2010</p> <p>It provides that more attention should be paid to SMEs' needs. The Euro-Mediterranean Charter for Enterprise that was approved by Ministers in 2004 targets the development of the private sector as a whole. Although the EuroMed Charter was inspired by the European Charter for Small Enterprises, it does NOT focus on SMEs only. In Nice, Ministers insisted that more attention should be paid to SMEs' needs. Hence, the Taiex seminar aims at informing Mediterranean partner countries about the Small Business Act that the EU adopted in 2008 to promote SMEs. As an outcome of the seminar, Mediterranean partner countries may decide to adapt the EuroMed Charter and the instrument to monitor its implementation to take SMEs' needs better into consideration in four priority areas : skills development, access to finance, access to market and innovation</p> <p>More information on the Small Business Act is available under http://ec.europa.eu/enterprise/entrepreneurship/sba_en.htm</p>

Session 1 Paying more attention to SMEs in skills development

9.30	§ Promoting SMEs in the EU: The Small Business Act (SBA) and skills development <i>Mr. Emmanuel Berck, Deputy Head of Unit « SME Policy development” Enterprise and Industry Directorate-General (DG ENTR), European Commission</i>
10.20	Questions and answers
11.00	Coffee break
11.30	§ Amending the text of the Charter <i>Mr. Anthony Gribben, European Training Foundation</i>
11.50	§ Improving the evaluation tool <i>Mr. Hassan M. E. Azzazy, The American University In Cairo</i> <i>Mr. Anthony Gribben, European Training Foundation</i>
12.20	Discussion moderated by <i>Ms Marie Corman – “International Affairs” Unit, DG ENTR, Commission</i>
13.30	Lunch

Session 2 Paying more attention to SMEs in market access

14.45	§ Policy developments and good practice in MED countries <i>Ms. Mimi Kaplan, Director Institute for Standardization and Control of Pharmaceuticals, Ministry of Health, Israel</i>
15.00	§ The SBA and market access <i>Mr. Emmanuel Berck, Deputy Head of Unit, DG ENTR, Commission</i>
15.15	§ Export Helpdesk, an online instrument to facilitate market access to the EU <i>Mr. Christophe Besse, Counsellor, Head of Trade, Science and Enterprise Section, EC Delegation in Egypt</i>
15.30	§ Amending the text of the Charter, proposals from the European Commission, Mr.. Emmanuel Berck, Mr. Christophe Besse, Ms Evelyne Hania
15.45	§ Improving the evaluation tool <i>Ms Latifa Echihabi, Charter Coordinator in Morocco, Ms Evelyne Hania – Enterprise and Industry Directorate-General</i>
16.15	Discussion moderated by <i>Ms Latifa Echihabi and Ms Marie Corman</i>
18.00	End of 1 st day

Annotated agenda 8 December 2009

Session 3 Paying more attention to SMEs in access to finance

09.00	§ Policy developments and good practice in MED countries <i>Mr. Jafar Hdaib, Charter Coordinator, Palestinian Territories</i>
9.15	§ Supporting SMEs in Mediterranean partner countries <i>Ms Jane Macpherson, Head of the European Investment Bank (EIB) Regional Office for the Near East</i> The aim of this session is to inform participants about the Business Development Initiative, one of the projects under the Union for the Mediterranean.
9.25	§ The SBA and access to finance <i>Mr. Emmanuel Berck, Deputy Head of Unit, DG ENTR, Commission</i>
9.40	§ Amending the text of the Charter <i>Ms Hana Uraidi, Charter Coordinator in Jordan</i>
9.55	§ Improving the evaluation tool <i>Mr. Markus Berndt, European Investment Bank</i>
10.15	Discussion moderated by <i>Ms Hana Uraidi</i>

11.30	Coffee break
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Session 4 Paying more attention to SMEs in innovation

Particular attention will be paid to clusters, innovation in non-high-tech sectors and companies, and non technological (organisational) innovation.

This selection of topics is based on the 2009-2010 work programme. The topics match the interests expressed by a number of MED countries and the latest policy developments in the EU. Their relevance was checked by the team running the regional MED Ibtikar programme who also confirmed that there were no overlaps and redundancies with MED Ibtikar's past and planned activities.

12.00	§ Overview of policy developments and good practice in MED countries . <i>Mr. Richard Woodham, Director of the Medibtikar Programme and Delivery Director at Intrasoft International</i>
12.15	§ Innovation in Egypt § The Research Development and Innovation (RDI) Programme <i>Mr. Hamid El-Zoheiry, RDI Project Coordinator</i> This programme aims at strengthening the links between the research sector and the industry in Egypt while enhancing the innovation and technology transfer culture. In addition, RDI seeks to support the progressive integration of Egypt into the European Research Area. Funded by the European Commission with a grant of €1 million over a period of three years, the RDI Programme is managed by a Project Implementation Office set-up by the Ministry of Higher Education and Scientific Research.

12.30	<p>§ The European-Egyptian Innovation and Information Network (EEIIN) and the Technology and Innovation Centers, <i>Mr. Mohamed Samy, Technology Programmes Coordinator</i></p> <p>A business support and technology transfer network established by the Ministry of Trade and Industry to help position the Egyptian Industrial companies on the fast track to improved competitiveness and business growth. The main objective of EEIIN is to provide the Egyptian Industrial companies with simple, clear and efficient access to the very best business support and technological solutions from across Europe through capitalizing on the established connection with the Enterprise Europe Network.</p> <p>The Technology and Innovation Centers (TICs) are one of the tools created by the Ministry of Trade and Industry to encourage technological innovation, motivates economic growth, creating an industrial sector that attracts investment and creates job opportunities.</p> <p>The TICs network functions as a service provider to help Egyptian industry in three main areas: production increase, quality enhancement, and design as well as innovation. The centers operate as a bridge between local and international technology sources and the local technology needs in industrial sites.</p> <p>There are ten centers, created on sectoral basis, each serves particular industries. Additionally, two centers providing services pertaining to cleaner production, productivity and quality control offer vertical services across different industrial sector.</p>
12.45	Questions and answers
13.00	Lunch

14.30	<p>§ The SBA and innovation, EU latest policies regarding innovation, <i>Mr. Szabolcs Klubuk, “Innovation Policy Development” Unit, Enterprise and Industry Directorate-General, Commission</i></p> <p>This session will inform participants about the EU innovation policy, and its relation to the SBA. More specifically, the presentation will provide information about:</p> <ul style="list-style-type: none"> - Context of innovation policy in the EU: competences of the European Commission, policy framework, policy initiatives - Achievements of EU innovation policy: improved framework conditions enhanced and new supply side measures, and new demand side measures in combination with the supply side - Remaining and new challenges - Towards a new Innovation Plan: current status and possible orientations
15.00	<p>§ Amending the text of the Charter <i>Mr. Maher Khatib , Charter Coordinator in Lebanon</i> <i>Mr. Hamid El-Zoheiry, MIRA project</i></p>
15.20	<p>§ Improving the evaluation tool <i>Mr. Antonio Fanelli, Deputy Head of Private Sector Development Division – OECD</i></p>
15.40	<p>§ Tools to assess policy effectiveness of the European-Mediterranean Charter for Enterprise <i>Mr. Stefan Kratzsch, Industrial Development Officer, United Nations Industrial Development Organization (UNIDO)</i></p>
15.50	<p>§ Feedback from the seminar on sustainable enterprise development, Brussels, 17 November 2009 <i>Ms Sara Sultan, Private Sector Development Division - OECD</i> <i>Mr. Maher Khatib , Charter Coordinator in Lebanon</i></p>
16.00	Discussion moderated by <i>Mr.. Antonio Fanelli</i>
17.00	<p>Some viewpoints from business and research on the way forward <i>Dr. Rym Ayadi, Head, Financial Institutions & Prudential Policy Unit, Centre for European Policy Studies (CEPS)</i> <i>Mr. Adham Nadim, Executive Director, Industrial Modernisation Centre, Egypt</i></p>
17.15	<p>§ Next steps <i>Ms Raluca Ipate – “International Affairs” Unit, DG ENTR, Commission</i> <i>Ms Marie Corman – “International Affairs” Unit, DG ENTR, Commission</i> <i>Dr. Hany Barakat, Charter Coordinator in Egypt, Egyptian Ministry of trade and industry</i></p>
17.30	§ End of seminar