



Brussels Economic Forum 2010

Philipp Schindler

Vice President, Northern & Central Europe

A green rectangular sign with rounded corners and a white border, mounted on two wooden posts. The sign features the word "Changes" in a large, white, sans-serif font. The background is a bright blue sky with scattered white clouds. The sign is tilted slightly to the right.

Changes

The SME Opportunity



The Collaboration Economy



Openness matters



Key points

Technology enables consumers

Huge potential for SME participation

Policy needs to facilitate openness

Thank you