



## The 2013 SME Assembly 'Encouraging a Europe of Enterprise'

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

### Sunday, 24th November 2013

18.00 - 20.00	<b>The European SME Week Reception</b> Hosted by The Lithuanian Presidency of the Council of the European Union & The European Commission at The Merchant's House, Vilnius
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### Monday, 25th November 2013

**Radisson Blu Hotel Lietuva, Vilnius, Lithuania**

08.30 - 09.00 Lobby	Registration - welcome coffee	EN, LT, FR DE, ES, IT
09.00 - 09.05 Alpha Room	Welcome from the Chair <b>Edmundas Jakilaitis</b> , Television journalist, presenter & producer	
09.05 - 09.15 Alpha Room	Welcome message from <b>Algirdas Butkevičius</b> , Prime Minister of the Republic of Lithuania delivered on his behalf by <b>Alminas Maciulis</b> , Head of the Office of Government	
09.15 - 09.20 Alpha Room	Video message to the Assembly from <b>President Barroso</b> , European Commission	
09.20 - 09.35 Alpha Room	<b>Keynote Speech: Evaldas Gustas</b> , Minister of Economy of the Republic of Lithuania <i>'Enhancing the competitiveness of European SMEs:          priorities &amp; actions of the Lithuanian Presidency'</i>	
09.35 - 10.15 Alpha Room	<b>An Audit of Progress</b> How far has the European Union delivered on its commitment to encourage a Europe of enterprise and think small first? <b>Gunilla Almgren</b> , President of UEAPME & Entrepreneur <b>Othmar Karas</b> MEP, Vice President, European Parliament <b>Daniel Calleja</b> , EU SME Envoy & Director General, DG ENTR, European Commission <b>Andrew Fielding</b> , Former adviser to President Barroso, European Commission	
10.15 - 11.00 Alpha Room	<b>An Audit of Progress - Question Time</b> An opportunity for the audience to ask questions of the panel, moderated by the Assembly Chair	
11.00 - 11.30 Lobby	Networking coffee break	
11.30 - 13.00 Alpha Room	<b>The Big Debate</b> <i>'Given the right kind of encouragement,          everyone can become a successful entrepreneur'</i> Speaking in favour of the motion: <b>Thomas Cooney</b> , Professor & Academic Director, Dublin Institute of Technology <b>Mrs Marta Martí Carrera</b> , Tribu Respira SL, Chair of BUSINESSEUROPE's 'Entrepreneurship & SME' Committee Speaking against the motion: <b>Madi Sharma</b> , Founder, Madi Sharma Group <b>Peter Vesterbacka</b> , Chief Marketing Officer, Rovio Entertainment	
13.00 - 14.30	Networking lunch (Restaurant & Beta Room)	Presentation of Certificates to EEPA National Winners (13.00 - 13.30; Alpha Room)



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<p style="text-align: center;"><b>14.30 - 15.30</b></p>	<p><b>Policy Session 1</b> <b>The Financing of Enterprise</b> (Lambda Room) Panel of Experts followed by Q&amp;A <b>Arnaldo Abruzzini</b>, Secretary General EUROCHAMBRES, <b>Cordula Glitzner</b>, Head of Liaison Office, KfW <b>Bev Hurley</b>, Chief Executive, YTKO <b>Marc Schublin</b>, Director of Strategic Development, EIF Moderator: <b>Joanna Drake</b>, Director &amp; Deputy SME Envoy, European Commission (EN)</p>	<p><b>Policy Session 2</b> <b>Doing Business in a Greener Economy</b> (Zeta Room) Panel of Experts followed by Q&amp;A <b>Prof. Dr Gabriel Crean</b>, Chairman, Sherpa Group, High Level Group on KETs, Vice President, CEA Technologies <b>Andrius Sutnikas</b>, Communication Manager, Klaipeda Science &amp; Technology Park <b>Alex Zylberberg</b>, Director, Jevon Moderator: <b>Marco Malacarne</b>, Head of Unit, DG ENTR European Commission (EN)</p>	<p><b>Workshop 1</b> <b>Improving the Business Environment</b> (Eta Room) Informal round-table discussion Facilitator: <b>Tom Hayes</b>, Divisional Manager, Micro Enterprise &amp; Small Business, Enterprise Ireland (EN)</p>	<p><b>Workshop 2</b> <b>Responsible &amp; Inclusive Entrepreneurship</b> (Epsilon Room) Informal round-table discussion Facilitator: <b>Nick Small</b>, Cabinet Member for Employment, Enterprise &amp; Skills, Liverpool City Council (EN)</p>	<p><b>Internationalisation Forum - Missions for Growth</b> 14.30 - 16.00 (Alpha Room) <b>Antonio Tajani</b>, Vice President, European Commission  <b>Chris Cheung</b>, Director SME Centre, China  <b>Mindaugas Danys</b>, SME Envoy, Lithuania  <b>Giuseppe Pezzini</b>, CEO, Pielle Italia  <b>Leena Pische Thomas</b>, Regional Manager, EBTC  <b>Chandrakant Salunkhe</b>, President, SME Chamber of India</p>
<p style="text-align: center;"><b>15.30 - 16.30</b></p>	<p><b>Policy Session 3</b> <b>The Power of Digital Enterprise</b> (Lambda Room) Panel of Experts followed by Q&amp;A <b>Jan Barnes</b>, Senior Manager Government Relations EU, eBay Inc. <b>Isidro Laso</b>, Head of Startup Europe, DG Connect, European Commission <b>Pat Phelan</b>, CEO, Trustev <b>Cristiano Radaelli</b>, President, Anitec Moderator: <b>Christian Weinberger</b>, Senior Advisor, Entrepreneurship &amp; SME Policy, European Commission (EN)</p>	<p><b>Policy Session 4</b> <b>Smarter Rules for Enterprise</b> (Zeta Room) Panel of Experts followed by Q&amp;A <b>Erik Akse</b>, Independent Smart Regulation Expert <b>Ben Butters</b>, Director of EU Affairs, EUROCHAMBRES <b>Chris Carr</b>, Director, Carr &amp; Carr Builders <b>Andreas Herdina</b>, Director, European Chemicals Agency <b>Lorna Schrefler</b>, Research Fellow &amp; Head of Regulatory Policy Unit, CEPS Moderator: <b>Jonathon Stoodley</b>, Head of Unit, Secretariat General, European Commission (EN)</p>	<p><b>Workshop 3</b> <b>Promoting the Entrepreneurial Spirit</b> (Eta Room) Informal round-table discussion Facilitator: <b>Anders Lundström</b>, Professor, Mid Sweden University (EN)</p>	<p><b>Workshop 4</b> <b>Investing in Skills</b> (Epsilon Room) Informal round-table discussion Facilitator: <b>Thomas Wobben</b>, Director for Horizontal Policies &amp; Networks, Committee of the Regions (EN)</p>	<p><b>Suzana Peixoto Silveira</b>, Specialist, National Confederation of Industry, Brazil  <b>Wojciech Sopinski</b>, DG ENTR, European Commission  <b>Dirk Vantygheem</b>, Director of International Affairs, EUROCHAMBRES  (EN, LT, FR, DE, ES, IT)</p>



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Monday, 25th November 2013				
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16.30 - 18.00	Networking & Afternoon Tea (Lobby)	<b>Presentation:</b> Innovate to grow - how workplace innovation helps SMEs to be competitive 16.30 - 17.00 (Eta Room) with <b>Peter Totterdill</b> , European Workplace Innovation Network (EN)	<b>Presentation:</b> EUROCHAMBRES' new report on the EC's use of the SME Test 16.30 - 17.00 (Zeta Room) with <b>Ben Butters</b> and <b>Typhaine Beaupérin</b> , EUROCHAMBRES (EN)	<b>Presentation:</b> 'The French Label 'Enterprise du Patrimoine Vivant' (EPV): Designed to make a real difference to SMEs 16.30 - 17.00 (Epsilon Room) with <b>Alexis Govciyan</b> , ISM & <b>Martial Georget</b> , DGCIS (EN)
18.00 - 20.00 Alpha Room	<b>European Enterprise Promotion Awards - Winners' Ceremony</b> Presentation of the nominees: Announcement of the winners and awards Hosted by <b>Madi Sharma</b> (EN, LT)			
20.00 - 22.00 Lobby & Beta Room	Buffet Dinner & Networking			

Tuesday, 26th November 2013			
Radisson Blu Hotel Lietuva, Vilnius, Lithuania			
08.00 - 09.00	Breakfast Briefing for Journalists: (Lambda Room) <b>SBA Country Factsheets</b> <b>Daniel Calleja</b> , EU SME Envoy & Director General, DG ENTR, European Commission <b>Costas Andropoulos</b> , Head of Unit, DG ENTR, European Commission (EN, LT, IT)	<b>SME Week &amp; EEPA National Co-ordinators' Breakfast Meeting</b> (Zeta Room) (EN)	
09.00 - 09.10 Alpha Room	Welcome from the Chair <b>Edmundas Jakilaitis</b> , Television journalist, presenter & producer		EN, LT, FR DE, ES, IT
09.10 - 09.30 Alpha Room	<b>Keynote Speech:</b> <b>Antonio Tajani</b> , Vice President, European Commission		EN, LT, FR DE, ES, IT



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09.30 - 10.30	<p><b>Policy Session 5</b> <b>Educating the Entrepreneurs of tomorrow</b> (Alpha Room) Panel of Experts followed by Q&amp;A <b>Nerijus Pačesa</b>, President, ISM University of Management &amp; Economics <b>Dražen Pros</b>, Deputy Minister &amp; SME Envoy, Croatia <b>Ekim Sincer</b>, Senior Policy Adviser, Ministry of Economics, Netherlands <b>Riccardo Viaggi</b>, Secretary General, European Builders Confederation Moderator: <b>Marko Curavić</b>, Head of Unit, DG ENTR, European Commission (EN)</p>	<p><b>Policy Session 6</b> <b>Enterprise by Design</b> (Zeta Room) Panel of Experts followed by Q&amp;A <b>Taco Carlier</b>, Founder, VanMoof Cycles <b>Deborah Dawton</b>, Chief Executive, British Design Association <b>Gerin Trautenberg</b>, Founder, Microgiants Industrial Design Moderator: <b>Mark Nicklas</b>, Deputy Head of Unit, DG ENTR, European Commission (EN)</p>	<p><b>Press Conference</b> (Lambda Room) <b>Antonio Tajani</b>, Vice President, European Commission <b>Evaldas Gustas</b>, Minister of Economy of the Republic of Lithuania (EN, LT, IT)</p>	
10.30 - 11.00 Lobby	Networking coffee break			
11.00 - 12.30 Alpha Room	<p><b>Challenges for 2014</b> Report back from the Policy Sessions and workshops <b>Costas Andropoulos</b>, Head of Unit, European Commission Panel discussion followed by moderated Q&amp;A with <b>Daniel Calleja</b>, EU SME Envoy; <b>Mindaugas Danys</b>, Lithuanian SME Envoy; <b>Giuseppe Tripoli</b>, Italian SME Envoy and <b>Dionysios Tsagkris</b>, Greek SME Envoy;</p>			EN, LT, FR DE, ES, IT
12.30 - 12.45 Alpha Room	Presentation of the European Entrepreneurial Region Award by <b>Luc Van den Brande</b> , Vice President of the Committee of the Regions			
12.45 - 14.15 Lobby & Beta Room	Networking lunch			
14.15 - 15.30 Alpha Room	<p><b>Voice of the Entrepreneur</b> Interviews with European entrepreneurs talking about the challenges and benefits of building an enterprise in the twenty first century. Live panel includes: <b>Serge Bischoff</b>, Rhenovia; <b>Živilė Glaveckaitė</b>, "bzn start"; <b>Marius Jovaisa</b>, Aerial photographer; <b>Christian Müller</b>, Saamer Optik e.K.; <b>Ramon Suarez</b>, Betagroup; <b>Rytis Vitkauskas</b>, YPlan (EN, LT, FR, DE, ES, IT)</p>	<p><b>SME Envoys' meeting</b> Lambda Room (14.15 - 17.15) By invitation (EN, FR, DE, ES, IT)</p>		
15.30 - 15.45 Alpha Room	Conclusions by Assembly Chair & Close			EN, LT, FR DE, ES, IT

NB: The agenda and speakers may be subject to change before the event