



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

Radisson Blu Hotel Lietuva, Vilnius, Lithuania

08.30 - 09.00 Lobby	Registration - welcome coffee	
09.00 - 09.05 Alpha Room	Welcome from the Chair Edmundas Jakilaitis , Television journalist, presenter & producer	
09.05 - 09.15 Alpha Room	Welcome message from Algirdas Butkevičius , Prime Minister of the Republic of Lithuania delivered on his behalf by Alminas Maciulis , Head of the Office of Government	
09.15 - 09.20 Alpha Room	Video message to the Assembly from President Barroso , European Commission	
09.20 - 09.35 Alpha Room	Keynote Speech: Evaldas Gustas , Minister of Economy of the Republic of Lithuania <i>'Enhancing the competitiveness of European SMEs: priorities & actions of the Lithuanian Presidency'</i>	
09.35 - 10.15 Alpha Room	An Audit of Progress How far has the European Union delivered on its commitment to encourage a Europe of enterprise and think small first? Gunilla Almgren , President of UEAPME & Entrepreneur Othmar Karas MEP, Vice President, European Parliament Daniel Calleja , EU SME Envoy & Director General, DG ENTR, European Commission Andrew Fielding , Former adviser to President Barroso, European Commission	EN, LT, FR DE, ES, IT
10.15 - 11.00 Alpha Room	An Audit of Progress - Question Time 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	The Big Debate <i>'Given the right kind of encouragement, everyone can become a successful entrepreneur'</i> Speaking in favour of the motion: Thomas Cooney , Professor & Academic Director, Dublin Institute of Technology Mrs Marta Martí Carrera , Tribu Respira SL, Chair of BUSINESSEUROPE's 'Entrepreneurship & SME' Committee Speaking against the motion: Madi Sharma , Founder, Madi Sharma Group Peter Vesterbacka , 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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	Policy Session 1 The Financing of Enterprise (Lambda Room) Panel of Experts followed by Q&A Arnaldo Abruzzini , Secretary General EUROCHAMBRES, Cordula Glitzner , Head of Liaison Office, KfW Bev Hurley , Chief Executive, YTKO Marc Schublin , Director of Strategic Development, EIF Moderator: Joanna Drake , Director & Deputy SME Envoy, European Commission (EN)	Policy Session 2 Doing Business in a Greener Economy (Zeta Room) Panel of Experts followed by Q&A Prof. Dr Gabriel Crean , Chairman, Sherpa Group, High Level Group on KETs, Vice President, CEA Technologies Andrius Sutnikas , Communication Manager, Klaipeda Science & Technology Park Alex Zylberberg , Director, Jeven Moderator: Marco Malacarne , Head of Unit, DG ENTR European Commission (EN)	Workshop 1 Improving the Business Environment (Eta Room) Informal round-table discussion Facilitator: Tom Hayes , Divisional Manager, Micro Enterprise & Small Business, Enterprise Ireland (EN)	Workshop 2 Responsible & Inclusive Entrepreneurship (Epsilon Room) Informal round-table discussion Facilitator: Nick Small , Cabinet Member for Employment, Enterprise & Skills, Liverpool City Council (EN)	Internationalisation Forum - Missions for Growth 14.30 - 16.00 (Alpha Room) Antonio Tajani , Vice President, European Commission Chris Cheung , Director SME Centre, China Mindaugas Danys , SME Envoy, Lithuania Giuseppe Pezzini , CEO, Pielle Italia Leena Pishe Thomas , Regional Manager, EBTC Chandrakant Salunkhe , President, SME Chamber of India
14.30 - 15.30	Policy Session 3 The Power of Digital (Lambda Room) Panel of Experts followed by Q&A Jan Barnes , Senior Manager Government Relations EU, eBay Inc. Isidro Laso , Head of Startup Europe, DG Connect, European Commission Pat Phelan , CEO, Trustev Cristiano Radaelli , President, Anitec Moderator: Christian Weinberger , Senior Advisor, Entrepreneurship & SME Policy, European Commission (EN)	Policy Session 4 Smarter Rules for Enterprise (Zeta Room) Panel of Experts followed by Q&A Erik Akse , Independent Smart Regulation Expert Ben Butters , Director of EU Affairs, EUROCHAMBRES Chris Carr , Director, Carr & Carr Builders Andreas Herdina , Director, European Chemicals Agency Lorna Schrefler , Research Fellow & Head of Regulatory Policy Unit, CEPS Moderator: Jonathon Stoodley , Head of Unit, Secretariat General, European Commission (EN)	Workshop 3 Promoting the Entrepreneurial Spirit (Eta Room) Informal round-table discussion Facilitator: Anders Lundström , Professor, Mid Sweden University (EN)	Workshop 4 Investing in Skills (Epsilon Room) Informal round-table discussion Facilitator: Thomas Wobben , Director for Horizontal Policies & Networks, Committee of the Regions (EN)	Suzana Peixoto Silveira , Specialist, National Confederation of Industry, Brazil Wojciech Sopinski , DG ENTR, European Commission Dirk Vantyghem , Director of International Affairs, EUROCHAMBRES (EN, LT, FR, DE, ES, IT)
15.30 - 16.30					



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16.30 - 18.00	Networking & Afternoon Tea (Lobby)	Presentation: Innovate to grow - how workplace innovation helps SMEs to be competitive 16.30 - 17.00 (Eta Room) with Peter Totterdill , European Workplace Innovation Network (EN)	Presentation: EUROCHAMBRES' new report on the EC's use of the SME Test 16.30 - 17.00 (Zeta Room) with Ben Butters and Typhaine Beaupérin , EUROCHAMBRES (EN)	Presentation: 'The French Label 'Enterprise du Patrimoine Vivant' (EPV): Designed to make a real difference to SMEs 16.30 - 17.00 (Epsilon Room) with Alexis Govciyan , ISM & Martial Georget , DGCIIS (EN)
18.00 - 20.00 Alpha Room	European Enterprise Promotion Awards - Winners' Ceremony Presentation of the nominees: Announcement of the winners and awards Hosted by Madi Sharma (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) SBA Country Factsheets Daniel Calleja , EU SME Envoy & Director General, DG ENTR, European Commission Costas Andropoulos , Head of Unit, DG ENTR, European Commission (EN, LT, IT)	SME Week & EEPA National Co-ordinators' Breakfast Meeting (Zeta Room) (EN)		
09.00 - 09.10 Alpha Room	Welcome from the Chair Edmundas Jakilaitis , Television journalist, presenter & producer			EN, LT, FR DE, ES, IT
09.10 - 09.30 Alpha Room	Keynote Speech: Antonio Tajani , Vice President, European Commission			EN, LT, FR DE, ES, IT

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

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