

SME Action Day

thinking BIG!

WEDNESDAY 21 NOVEMBER 2007 - HOTEL PLAZA, BRUSSELS

EVENT PARTNERS



MEDIA PARTNERS



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PROGRAMME

10h00 - Théâtre

Welcome

Philippe de Buck, Secretary General of BUSINESSEUROPE

10h15 - Théâtre

Keynote speech

Manuel Pinho, Minister for Economy and Innovation of Portugal

10h30-11h15 - Théâtre

SMEs AND ENTREPRENEURSHIP: WHERE ARE WE NOW?

BUSINESSEUROPE and KPMG will present a brochure setting out facts and figures about SMEs. They will discuss the findings, highlighting why SMEs play a predominant and dynamic role as drivers of growth and innovation. They will also examine the attitude to entrepreneurial activity and how it can be valued more highly.

Panel discussion moderated by Anne De Baetzelier, Demo Productions journalist

- Robert Gutsche, Member of Managing board, KPMG
- Arndt G. Kirchhoff, Chair BUSINESSEUROPE SME & Entrepreneurship Committee, CEO Kirchhoff Automotive

11h30-12h30 - Adolphe Max

WORKSHOP 1: SMEs CARE ABOUT EUROPE, DOES EUROPE CARE ABOUT SMEs?

This workshop will identify priorities for improving the business environment and encouraging entrepreneurship. The issues covered will include further integration of the internal market, greater labour market flexibility, better regulation and streamlined administrative requirements. The discussion will also cover entrepreneurial culture and entrepreneurship education.

Panel discussion moderated by Dana Spinant, Editor European Voice

- Jorgo Chatzimarkakis, Member of the European Parliament
- Karoli Hindriks, CEO, Goodmood
- Werner Lanthaler, CEO, Intercell AG
- Françoise Le Bail, Deputy Director-General DG Enterprise & SME Envoy
- Hugh Morgan-Williams, CEO, Canford Group plc

(with Q&As)

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11h30-12h30 - Théâtre

WORKSHOP 2: INNOVATIVE SMEs: IS EUROPE HINDERING OR FOSTERING THEM?

This workshop will discuss what role can be played by public authorities at all levels to foster innovation. Possibilities include providing better access to risk capital, encouraging cluster building and networking between companies and strengthening the link between research and SMEs. The debate will also address other concerns such as access to know-how, technology transfer and patents.

Panel discussion moderated by Anne De Baetzelier, Demo Productions journalist

- Jan Callewaert, CEO, Option NV
 - Francis Carpenter, Chief Executive, European Investment Fund
 - Michael Dawson, CEO, The Gift Voucher Shop
 - Javier Echarri, Secretary General, European Venture Capital Association
 - Edit Herczog, Member of the European Parliament
 - Daniel Jacob, Deputy Director-General, DG Research
- (with Q&As)

12h30

LUNCH

14h00-14h45 - Théâtre

WORKSHOP 3: HOW CAN SMEs BECOME MORE GLOBAL?

What obstacles do SMEs face as they seek to internationalise? Can the EU help with its market access strategy and trade policies? What support can business organisations provide? The workshop will examine these questions and others linked to issues such as the legal environment and certainly, regulatory cooperation and taxation.

Panel discussion moderated by Anne De Baetzelier, Demo Productions journalist

- Pierre Fonlupt, CEO, PLUS S.A.
 - Signhild Arnegård-Hansen, CEO, Svenska LantChips AB; President, Confederation of Swedish Enterprise
 - David O'Sullivan, Director-General, DG Trade
 - Paul Rübig, Member of the European Parliament
 - Regina Seidel, CEO, Seidel Consulting
- (with Q&As)

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14h00-14h45 - Adolphe Max

WORKSHOP 4: EU ENVIRONMENTAL POLICIES AND COMPETITIVENESS: CAN SMEs COMBINE THESE GOALS?

Many environmental issues have moved swiftly up the agenda: climate change, REACH, waste management. To what extent does the resulting regulation offer an opportunity for innovation or, conversely, place a brake on competitiveness? What does business think about the EU's policy priorities? What about the international context?

Panel discussion moderated by Dana Spinant, Editor European Voice

- Catia Bastioli, CEO, Novamont
- Nick Campbell, Environment Manager DFL, ARKEMA SA; Chairman of BUSINESSEUROPE's Climate Change Working Group
- Stavros Dimas, EU Commissioner for Environment
- Dimitra Mitrogiannopoulou, President, ARGO S.A.
- Miroslav Ouzky, Member of the European Parliament (with Q&As)

14h45-15h30 - Théâtre

THINKING BIG - PRIORITIES FOR ACTION

This session will draw conclusions from the day's proceedings and propose ways forward.

Moderated by Anne De Baetzelier, Demo Productions journalist

- Arndt G. Kirchhoff, Chair BUSINESSEUROPE SME & Entrepreneurship Committee, CEO Kirchhoff Automotive
- Günter Verheugen, Vice-President, European Commission (with Q&As)

15h30 - Théâtre

Closing by Ernest-Antoine Seillière

15h45

End of the conference

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