

“HOW ARE YOU DOING? – SMEs IN A LARGER EUROPE”

THURSDAY 7 MAY 2009

10.00 – 13.00 HOURS

KINDLY HOSTED BY:

PERMANENT REPRESENTATION OF THE FREE STATE OF BAVARIA TO THE EU
(Rue Wiertz 77 – 1000 Brussels)

- 09.30 Registration and welcome coffee
- 10.00 Welcome by the Representation of the Free State of Bavaria to the EU
- 10.05 Opening address – BUSINESSEUROPE Entrepreneurship and SME Committee
Chair Arndt Kirchhoff
- 10.10 First panel
Stimulating entrepreneurship across Europe
- Moderated by David Rennie, Brussels correspondent, The Economist*
- **Mr Dominique de Crayencour**, Director Institutional Relations and Head of the EIB Brussels Office
 - **Mr Peter Jungen**, Chairman of Peter Jungen Holding GmbH, Co-President of the SME Union, former President of the European Business Angels Network
 - **Mr Martin Ohneberg**, President of YES – European Confederation of Young Entrepreneurs, CFO and partner of Soravia Group
 - **Mr John Vassallo**, Vice President, EU Affairs, Microsoft
 - **Ms Karen Wilson**, Senior Fellow at the Kauffman Foundation, Advisor to the European Foundation for Entrepreneurship Research, founder of GV Partners
- (with Q&As)*
- 11.10 Coffee break

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11.20 Second Panel
Enabling SMEs to succeed in the enlarged internal market

Moderated by David Rennie, Brussels correspondent, The Economist

- **Ms Emer Daly**, Director, Horizontal Policy Development, DG Internal Market and Services, European Commission
- **Mr Michael Gibbons**, Member of the EU High Level Group of Independent Stakeholders on Administrative Burdens
- **Mr Robert Gutsche**, Member of the Board, KPMG Germany
- **Mr Andrea Moltrasio**, Vice-President of the Confederation of Italian Industry – CONFINDUSTRIA, Managing Director of Icro Coatings
- **Mr Andrea Sacchi**, partner, Sacchi Consulting

(with Q&As)

12.20 Closing session
EU enlargement – Entrepreneurs' experience and Commission replies

- **Mr Günter Verheugen**, Vice-President of the European Commission, responsible for Enterprise and Industry
- **Mr Richard Cullen**, CEO, The Jelly Bean Factory (*Ireland*)
- **Mr Olivier Desurmont**, CEO, SINEO (*France*)
- **Mr Josef Lát**, Director of the Board, BENEŠ a LÁT (*Czech Republic*)

13.00 BUSINESSEUROPE closing remarks

Bavarian buffet lunch

End of the programme at 14.00

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