

The 2015 SME Assembly

Europe works for SMEs: Forward. Together.

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

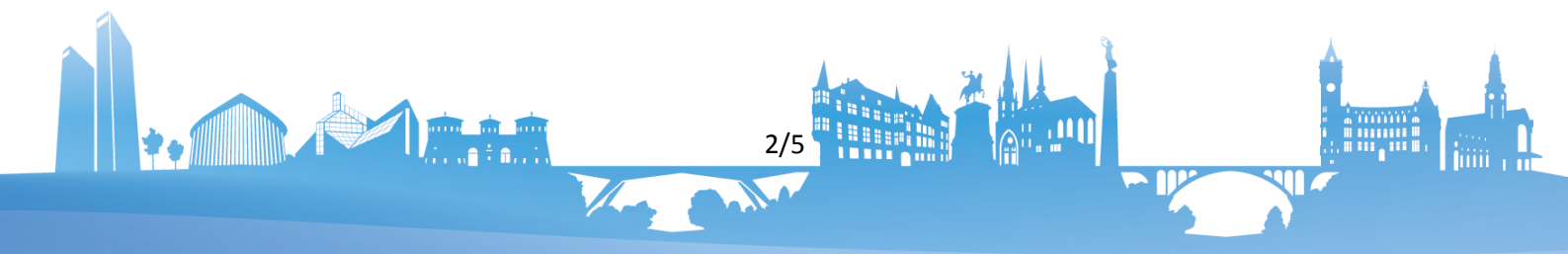
Wednesday 18 th November 2015	
14:00 – 17:00	Business Tours (hosted by the Luxembourg Presidency) to Esch Belval and Foetz, Luxembourg
15:00 – 17:45	SME Envoy Meeting (upon invitation only) European Convention Centre Luxembourg (ECCL) Room E DE EN ES FR IT
18:00 – 20:00	The European SME Week Reception in the presence of Étienne Schneider , Minister for Economy of the Grand Duchy of Luxembourg, Elżbieta Bieńkowska , EU SME Envoy and Member of the European Commission for the Internal Market, Industry, Entrepreneurship and SMEs, and Werner Hoyer , President of the EIB (hosted by the Luxembourg Presidency and the European Commission) at the European Investment Bank – EIB; 98-100 Boulevard Konrad Adenauer, 2950 Luxembourg Launch of the 2016 European Entrepreneurial Region by Luc Van den Brande , Vice-President of the Committee of the Regions
20:15 – 22:00	Informal SME Envoy Dinner (hosted by the SME Envoy for Luxembourg; upon invitation only)



Thursday, 19th November 2015

European Convention Center Luxembourg (LuxCongrés)

08:45	Registration	
09:00	Opening of the 2015 SME Assembly by Francine Closener , State Secretary, Ministry of Economy of the Government of the Grand Duchy of Luxembourg, and Elżbieta Bieńkowska , EU SME Envoy and Member of the European Commission for the Internal Market, Industry, Entrepreneurship and SMEs, in the presence of HRH The Grand Duchess of Luxembourg	DE EN ES FR IT
9:20	Interactive discussion with Women Entrepreneurs with HRH The Grand Duchess of Luxembourg ; Henryka Bochniarz , Leviatan; Betty Fontaine , Brasserie Simon; Amy Millman , Springboard Enterprises; Marianne Costigan , Merian Ventures; moderated by Penny Hunt, Change Chemistry and Ursula Hillbrand, European Commission	DE EN ES FR IT
12:30 - 14:00	Networking Lunch	'Who are Europe's engines for job growth?' Presentation of the Annual Report on SMEs to media by Kristin Schreiber , Director for SME Policy and COSME, DG GROW Room C (EN FR DE)
13:00	WES Meeting (upon invitation only) Room E (EN)	
14:00	Europe works for SMEs: Forward. Together. An Open Space opportunity for participants to agree together new ways of implementing and promoting the principles of the Small Business Act. We are inviting all delegates to propose and debate ideas for moving SME policy forward. Kick-off by Pierre Delsaux , Deputy Director General, DG GROW	
17:00	Networking Reception	
18:00	European Enterprise Promotion Awards' Ceremony Presentation of the nominees and announcement of the winners Hosted by Nathalie Reuter, RTL (EN FR)	
20:00	Networking Dinner	

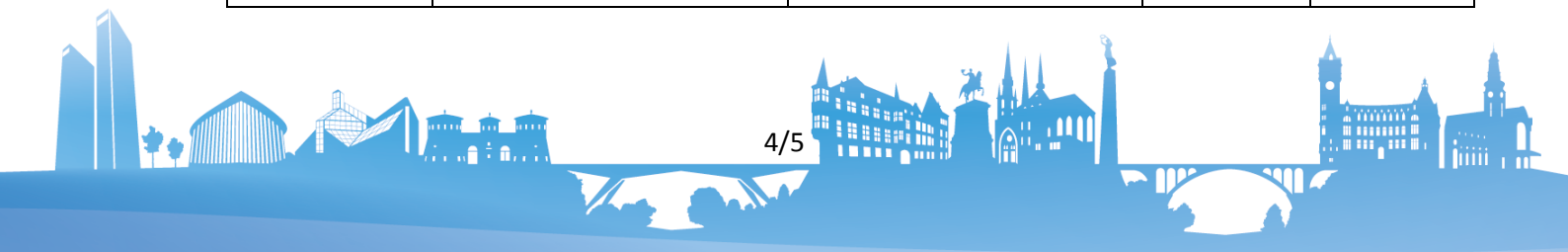


Friday, 20th November 2015

European Convention Center Luxembourg (LuxCongrés)

08:00	EEPA Breakfast Nominees of the European Enterprise Promotion Awards present and share best practice, moderated by Thomas Cooney , Professor in Entrepreneurship, Dublin Institute of Technology, EEPA Jury Member (EN)		
09:00	Welcome to the 2nd day – What happened yesterday with Katarzyna Balucka-Debska , DG GROW, European Commission		DE EN ES FR IT
	Introduction to TEDx Binnenhof 2016 'Made in Europe' with Jim Stolze , TEDx Ambassador for Europe, Pieter Waasdorp , SME Envoy for The Netherlands, and Pierre Delsaux , DG GROW		DE EN ES FR IT
	"Ideas from Europe" Candidates from all Member States will present ground breaking "Ideas from Europe". The SME Assembly delegates, SME Envoys and a special jury will select 9 out of 28 speakers to present their ground breaking ideas at the 2016 TEDx Binnenhof 'Made in Europe'		DE EN ES FR IT
09.10	Policy Session: Skills for SMEs with Andrea Gerosa , Think Young; Māra Jākobsone , LIKTA; Jon Potter , OECD; Barbara Moynihan , On Your Feet Moderated by Simone Baldassarri , DG GROW Room D (EN) Please note that this session will end at 10.10		
09:20	"Ideas from Europe" Finals Part 1 Entrepreneurs from BE, BG, CZ, DK, DE, EE, IE battle for a place in TEDx Binnenhof Made in Europe (DE EN ES FR IT)	Masterclass 1: Creativity with Leonie Baldacchino , Director, The Edward de Bono Institute for the Design and Development of Thinking, University of Malta (EN)	Masterclass 2: SMEs on the Stock Exchange with Eric Forest , Chairman and CEO, EuroNext; Richard Vacher Detournière, INSIDE Secure (EN)
10:05	André Mergenthaler , Cellist		

10:15	<p>"Ideas from Europe" Finals Part 2 Entrepreneurs from EL, ES, FR, HR, IT, CY, LV battle for a place in TEDx Binnenhof Made in Europe (DE EN ES FR IT)</p>	<p>Policy Session: Making the Single Market Work for SMEs</p> <p>with Monique Ansink, Excellent Products; Ben Butters, Eurochambres; Petr Čížek, Zaloz Firmu; Julian David, techUK</p> <p>Moderated by Kristin Schreiber, DG GROW</p> <p>Room C (EN)</p> <p>Please note that this session will end at 11.15</p>	<p>Masterclass 3: 'Startup Europe Partnership' with Chris Haley, NESTA (EN)</p>	<p>Masterclass 4: Circular Economy with Rien Otto, Founder and Creative Director, Dutch aWEARness (EN)</p>
11:05	Networking Coffee			
11:20	<p>Policy Session: From refugee to entrepreneur with Ulrike Rabmer-Koller, WKÖ; Antoine Savary, DG HOME; Nadia Qani, AHP-Qani; Boutiba Mrad, BUSINESSMED</p> <p>Moderated by Christian Weinberger, DG GROW</p> <p>Room D (EN/DE)</p> <p>Please note that this session will end at 12.20</p>			
11:30	<p>"Ideas from Europe" Finals Part 3 Entrepreneurs from LT, LU, HU, MT, NL, AT, PL, NO battle for a place in TEDx Binnenhof Made in Europe (DE EN ES FR IT)</p>	<p>Masterclass 5: Crowdfunding with Kristine Pontoppidan, CEO, NinjaConsult (EN)</p> <p>Masterclass 6: Internationalization of SMEs: EU Business support services coordination in Asia and Latin America with Ciara O' Higgins, ELAN, Helene Dezotueux, ELAN, Philippe Adriaenssens, Eurochambres; Valerio Mazzone, EPBN (EN)</p>		
12:15	<p>André Mergenthaler, Cellist</p>			
12:25	<p>"Ideas from Europe" Finals Part 4 Entrepreneurs from PT, RO, SI, SK, FI, SE, UK battle for a place in TEDx Binnenhof Made in Europe (DE EN ES FR IT)</p>	<p>Policy Session: Alternative roads to finance for SMEs</p> <p>Martin Koch, DG FISMA; Dario Mazzella, META Group; Niklas Schirmer, Ubitricity; Irene Schucht, IBB;</p> <p>Moderated by Pieter Waasdorp, SME Envoy of The Netherlands</p> <p>Room C (EN)</p> <p>Please note that this session will end at 13.25</p>	<p>Masterclass 7: Digitising Government with Mel Ross, Director, Adapt2Digital; Tristan Wilkinson, Founder, Digital Citizens; Robin Knowles, Civic Agenda (EN)</p> <p>This session will end at 13.25</p>	<p>Masterclass 8: Twitter for Business with Viv Jemmett, Head of Digital, Hanover Communications (EN)</p> <p>This session will end at 13.25</p>



13:00	Networking Lunch	
14:30	Results of "Ideas from Europe" Finals with Corinne Vigreux , co-founder of TomTom and Chair of the Jury	DE EN ES FR IT
15:10	Conclusions by Costas Andropoulos , DG GROW, European Commission	DE EN ES FR IT
15:30	Close of SME Assembly See you in Bratislava from 23 - 25 November 2016	

Thursday 19th and Friday 20th November 2015

European Convention Centre Luxembourg

ENTREPRENEUR EXPO – 'Lifecycle of a Company'

An exhibition and networking opportunity forming the key part for the European SME Week; the Entrepreneur Expo will provide a showcase for innovative European start-ups and SMEs, as well as organizations that support entrepreneurs and promote them.

MASTERCLASSES

Sessions with expert practitioners on a number of subjects including the Circular Economy; Crowdfunding; Twitter for Business; SMEs and the Stock Exchange...and many more. Running in parallel with the main programme, these presentations will be held in two distinct seating areas in the Expo Hall.

Friday 20th November 2015

Bootcamp and Start Up Weekend (Technoport Luxembourg)

BOOTCAMPS & START UP WEEKEND

Whether you are an entrepreneur or policy maker, take part in our **Bootcamp on 'Going digital'** immediately after the end of the Assembly (with Robin Knowles, Civic Agenda; Mel Ross, Founder and Director, Adapt2Digital; Tristan Wilkinson, Founder, Digital Citizens; and Gary Ross, Commercial Director, Adapt2Digital).

Then make your way to Technoport Luxembourg, the business incubator in Esch Belval, who will host a **Start-Up Weekend**. If you are an investor looking for interesting start-ups; if you have a business idea that you want to explore; or if you want to experience entrepreneurship in practice - this is the place for you.

Assembly delegates can join the Start-up Weekend for the opening on Friday evening and the final pitch on Sunday*. Just let us know if you are interested in taking part.

*Subject to availability of space

