

Conference:

Digitalisation and Innovation for European SMEs – The project *DigitaliseSME*

Draft programme 2.0

Date: **Tuesday 18 February 2020**

Venue: **Residence Palace, Rue de la Loi 175, 1000 Brussels**

European SMEs need to raise their competitiveness, in particular through digitalisation and innovation in many fields. The EU proposes different tools and programmes to support SMEs in this purpose also with the upcoming programmes Horizon Europe and Digital Europe.

Based on the experience of the project DigitaliseSME that European Entrepreneurs CEA-PME has implemented together with the Digital Innovation Hubs managed by BVMW (D), Photondelta (NL), CzechInno (CZ), Iceberg Consulting (RO) and Fundecyt-Pctex (E) in 2018 and 2019 we want to investigate which type of concrete support the European SMEs work well and if the past and future programmes of the EU correspond to these needs.

Agenda:

- 08h30 Registration of participants and welcome coffee
- 09h00 Welcoming by **Walter Grupp**, Secretary General European Entrepreneurs CEA-PME
- 09h10 Keynote: **Massimiliano Salini**, MEP (EPP/FI) and Member of the ITRE Committee of the European Parliament, First signatory of the EP proposal for a preparatory action to support SMEs with "Digital Enablers".
- 09h30 Keynote: **Anne-Marie Sassen**, DG CONNECT, Deputy Head of Unit A2 - "Technologies & Systems for Digitising Industry" - EU-Commission's plans for Digitalisation: The Digital Europe Programme 2021-2027 addressing also Advanced Digital Skills and Digital Innovation Hubs
- 09h50 The **DigitaliseSME Project** and its lessons for an EU-Industry Policy 2021-2027 - **Stefan Moritz**, Managing Director European Entrepreneurs CEA-PME
- 10h05 *Session 1: Evaluating the results of DigitaliseSME and putting them into context* – session moderated by **Jovana Savić**, Research and Project Manager of European Entrepreneurs CEA-PME
- 10h10 **Prof. Dr. Ivona Skultétyová** – Overview on the evaluation report of *DigitaliseSME* – Analytical framework, background and methodology



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- 10h20 **Dr. Anna Nikiel**, Project Coordinator at DIH Photondelta (NL) – *Profiles of SMEs and Digital Enablers and Identifying Digital needs*
- 10h30 **Tereza Šamanová**, CEO CzechInno (CZ) – *Matching process: Results & Experience*
- 10h40 **Ionut Tata**, CEO Iceberg Consulting and President of DIH AltBrasov (RO) – *Exchanges, collaboration and the role of Digital Innovation Hubs in supporting SMEs*
- 10h50 **Marc Dönges**, Project Coordinator at Der Mittelstand/BVMW e.V. and DIH Digital Competence Centre Berlin-Brandenburg “Mittelstand 4.0” – *What SMEs need most in the field of digitalisation: impact and further implementation of solutions*
- 11h00 *Coffee break*
- 11h30 *Session 2: How DigitaliseSME worked: experiences from SMEs and Digital Enablers - session moderated by **Lorenzo Marchese**, Communication and Event Manager of European Entrepreneurs CEA-PME*
- videos from Digital Enablers and Companies
 - **Bogdan Dumitrasconiu** – Digital Enabler (RO)
 - **Krista Boschian** – Baia del Mar Suite Hotel (Jesolo/Italy)
 - **Trevor Buhagiar** – Digital Enabler (MT)
- 12h00 *Session 3: Panel discussion with Q&A: Lessons from DigitaliseSME and the EU-policies for digitalisation of SMEs from 2020 onwards – session moderated by **Stefan Moritz**, Managing Director European Entrepreneurs CEA-PME*
- **Dr. Werner Steinhögl**, DG CONNECT, Head of Sector Photonics and Laser based Technologies, European Commission
 - **Dr. Ulla Engelmann**, DG GROW, Head of Unit Advanced Technologies, Clusters and Social Economy, European Commission
 - **Jorge Portugal**, CEO COTEC Portugal (P)
 - **Annika Linck**, EU Policy Officer of Digital SME Alliance
 - **Ionut Tata**, CEO Iceberg Consulting and President of DIH AltBrasov (RO)
- 13h00 End of the Panel discussion

13h00-14h00 **Lunch buffet**

The working language of the conference will be English



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