ECON External Seminar

New Role for Cities and Regions in Promoting Entrepreneurship and SMEs

Helsinki and Espoo Finland
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New Role for Cities and Regions in Promoting Entrepreneurship and SMEs

This seminar will examine the need to develop modern policies to promote entrepreneurship and support SMEs in EU regions and cities, while addressing the challenges of industrial renewal and the EU agenda on sustainability, and integrating some of the Finnish EU Presidency highlights with the priorities of the ECON Commission.

Tuesday, 26 November
Marina Congress Center, Katajanokanlaituri 6, 00160 Helsinki

Until 19:00
Arrival and hotel check-in
Free access to all SME Assembly workshops and to the networking lunch
More information on the SME Assembly

19:00
European Enterprise Promotion Awards (EEPA) ceremony
Launch of the European Entrepreneurial Regions Award cycle for 2021-2025
Markku Markkula (FI/EPP), 1st Vice President of the European Committee of the Regions
Presentation of the nominees and announcement of the EEPA winners, followed by networking dinner hosted by the European Commission

Wednesday, 27 November
ECON Conference and Study Visit to Espoo
Marina Congress Center, Katajanokanlaituri 6, 00160 Helsinki – Europea room

8:45
Registration and coffee

9:00
Welcome
Markku Markkula (FI/EPP), President of the Board Helsinki-Uusimaa Regional Council, First Vice President of the Committee of the Regions
Kristin Schreiber, European Commission, Director for COSME Programme and SME Policy

9:15
Keynote speech
Dr. Jonathan Potter, Head of Entrepreneurship Policy and Analysis Unit; Centre for Entrepreneurship, SMEs, Regions and Cities; OECD

9:35
EU policies in support of entrepreneurship and SME development in the framework of sustainable change – panel discussion
Moderator:
Richard Tuffs, independent expert, former Director of the European Regions Research and Innovation Network (ERRIN)

Panelists:
Jeanette Baljeu (NL/RE), rapporteur for the CoR Opinion on A place-based approach to EU industrial policy
Veronique Willems, Secretary-general, SME United
Taina Tukiainen, Professor, Corporate Entrepreneurship and Innovation, Aalto University
Tadeusz Truskolaski (PL/EA), rapporteur for the CoR Opinion on Contribution from regions and cities towards a new EU policy framework for SME
Maarit Nyman, Deputy Head of Unit for COSME Programme, SME envoys and relations with EASME, European Commission

10:40
Driving changes through grass-root initiative and student-run entrepreneurship
Tapio Rajahalme and Eemeli Oksanen, Kanvas Co

10:50
Closing remarks
Marja-Riitta Pihlman, Director General, Ministry of Economic Affairs and Employment, Finnish Presidency Representative

11:00
End of workshop

11:30
SME Assembly closing session Mission 2025: Policy initiatives and actions for sustainable SME development

13:00
Networking lunch

Study Visit to Espoo Innovation Garden
Dipoli, Aalto University, Otakaari 24, Espoo

Transportation to study visit location

14:15
Study visit at Espoo Innovation Garden and Aalto University Campus

Networking Reception with Finnish representatives of business, startups and policy makers hosted by Markku Markkula (FI/EPP), President of the Board Helsinki-Uusimaa Regional Council, First Vice President of the Committee of the Regions, and Ossi Savolainen, Regional Mayor, Helsinki-Uusimaa Region

18:00
Transportation to the Scandic Grand Marina Hotel

Interpreting arrangements
You will only be able to listen in English
You will be able to speak in English, French, Polish and German