



European Committee  
of the Regions

Commission for  
Economic Policy

ECON

ECON External Seminar

# New Role for Cities and Regions in Promoting Entrepreneurship and SMEs

Helsinki and Espoo  
Finland  
26/27-11-2019



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Helsinki-Uusimaa  
Regional Council



ESPOO  
ESBO



Aalto University



European  
Commission



26-27 November | Helsinki/Espoo, Finland

## 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), 1<sup>st</sup> 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)

Panellists

**Jeannette 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

**14:15** Transportation to study visit location

**15:00** Study visit at Espoo Innovation Garden and Aalto University Campus

**18:00** 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

**20.30** 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



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**Commission for Economic Policy (ECON)**

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