



European Week of Regions and Cities

Improving access to markets for SMEs: European Entrepreneurial Regions experience

Date:	11 October 2018
Conference code:	11WS26
Time:	16:30-18:00
Room:	Silver
Place:	The Square Conference Centre, Brussels

Objectives of the workshop

Internationalization is a key way for SMEs to innovate and grow in an increasingly global market and the EU needs to provide a toolbox to help SMEs integrate into global value chains.

The workshop will be used to identify the opportunities and challenges that European SMEs face with regard to internationalisation both within the Single Market and globally, and discuss what good practices exist at regional and local level that can be adapted by other EU territories and/or mainstreamed across the EU.

Representatives of the European Commission will provide an overview of the EU actions and tools available for supporting SMEs access to markets (i.e. the new Single Market Programme and initiatives supporting European clusters).

Draft programme

16:30 – 16.40 **Welcome and opening:**

- **Richard Tuffs**, Senior Advisor, European Regions Research and Innovation Network

16:40 – 17:30 **Panel discussion**

Moderator - Richard Tuffs

- **Lutgart Spaepen**, Director and Consortium Leader at Europe Enterprise Network Flanders, Belgium (EER 2014)
- **David Minton**, Director of the Northern and Western Regional Assembly, Ireland (EER 2018)
- **Julien Giraud**, Project Manager Internationalization of Companies, Directorate of Businesses and Employment, Région Île-de-France (EER 2018)
- **Giacomo Mattino'**, Head of Unit for Enterprise Europe Network and Internationalisation of SMEs, European Commission, DG GROW
- **Ulla Engelmann**, Head of Unit for Advanced Technologies, Clusters and Social Economy, European Commission, DG GROW

17:30 – 18:00 Floor **debate and closing remarks**

Additional information

- **Working languages:** EN, FR, DE
- **Networking cocktail:** As of 18:00, in the Agora
- **Contact:** EER Secretariat, Tel.: +32 282 24 01, E-mail: eer-cdr@cor.europa.eu

European Entrepreneurial Region (EER)

The EER award is an initiative of the Committee of the Regions identifying and rewarding EU regions with outstanding, future-oriented entrepreneurial strategies. The regions with the most visible, credible, forward-looking and promising political vision are granted the label “European Entrepreneurial Region” (EER) for a specific year. The objectives of the EER scheme are twofold: implementing the Small Business Act for Europe (SBA) at regional and local level, and demonstrating optimal use of EU and other public funds oriented towards the development of an entrepreneurial policy within the region.