

Draft Agenda (Stand: 14.01.2009)

European CeBIT Forum for Competitiveness and Growth in SMEs 2010

Europäisches CeBIT Forum für Wettbewerbsfähigkeit und Wachstum im Mittelstand 2010

Organized by:



Title: In terms of consistent ICT application, SMEs need a unitary understanding and level
((Der Mittelstand braucht einheitliches Verständnis und Niveau beim konsequenten IT-Einsatz))

When? Thursday, 4 March 2010, from 9:00 a.m. to 12:30 p.m.

Where? CeBIT Studio Mittelstand, hall 2

Who? Invited are federations, organizations, ministries, chambers of trade and commerce, clusters, interested executive directors from SMEs, scientific institutions and press

Format: on-site audience and internet live stream

Language: English

Moderator: **Sebastiano Toffaletti**, Secretary General PIN-SME

Program

9:00 – 10:00 Welcome and Introduction

(confirmed) **Sebastiano Toffaletti**, Secretary General PIN-SME

Keynote: (proposal) **Andrea Benassi**, Secretary General UEAPME

Expert speech I: **How to assist SMES innovate through the integration of ICT: shifting the gear from policy dialogue to actions**

Speaker: (confirmed) **Costas Andropoulos**, Head of Unit, "Technology for Innovation, ICT Industries and e-business", DG Enterprise and Industry

Expert speech II: **What support is required in European ICT SMEs to fit its role as solution enablers for the overall 23 million user SMEs?**

((Welche Unterstützung benötigen ITK-KMU in Europa, um Ihrer Rolle als Solution Enabler für die insgesamt 23 Millionen Anwender-KMU gerecht werden zu können?))

Speaker: (confirmed) **Johann Steszgal**, Past President PIN-SME

Expert speech III: **How can the competitiveness of European user SMEs be improved by means of consistent ICT application?**

((Wie kann die Wettbewerbsfähigkeit europäischer Anwender-KMU durch den konsequenten Einsatz von ITK verbessert werden))

((Headers: BestPractice exchange, access to information, knowledge transfer))

Speaker: (proposal) **Jan Goossenaerts**, CEN/FG SMEs

(proposal) Mr Nicklas Lundblad, Member of the ICT-Board, Vice President of Stockholm Chamber of Commerce, The untapped potential - understanding SMEs and e-commerce

10:00 – 10:45

Round table - part 1: SMEs as global business players: which policy measures and activities lead to success? Which are the best eBusiness practices among European SMEs?

((KMU benötigen ITK-Querschnittskompetenzen! Welche Maßnahmen und Aktivitäten seitens Politik und Wirtschaft führen zum Erfolg?))

(proposal) **Andrea Benassi**, Secretary General UEAPME

Dana Eleftheriadou, European Commission

(proposal – policy maker) **Ms Helle Schade-Sørensen**, Danish National IT and Telecom Agency, “NemHandel -EasyTrade- in Denmark: an open and shared infrastructure for exchange of business documents.”

(proposal – entrepreneur) **An entrepreneur from an eInvoicing case-study, e.g. Jade bv, or Poweo**

10:45 – 11:05 Coffee break

11:05 – 12:30

Round table - part 2: SMEs as global business players: which policy measures and activities lead to success? Which are the best eBusiness practices among European SMEs?

Proposals:

- **A German policy maker on the role of standards in creating interoperability ICT applications (a representative from PROZEUS, Mr Ralf Wiegand)**
- **Mr Martin King Turner**, Director, national B2B center, UK “Encouraging Transformational eBusiness in UK SMEs”.
- **Two entrepreneurs from a case to expand activity through eBusiness**

Conclusion(s): (proposal) **Costas Andropoulos** eBSN coordinator and a German representative