

30 years of the Single Market: what the Enterprise Europe Network can do for SMEs

19 September 2023, 11:30 – 15:30h

Representation of the Free State of Bavaria to the EU,
Rue Wiertz 77, 1000 Brussels,

Do you already know the Enterprise Europe Network (EEN) and what it does to help European SMEs succeed in the Single Market and beyond?

On the occasion of the 30th anniversary of the Single Market, you can learn more about the EEN, a 15 year-old network of 450+ organizations with experts in 40+ countries that is co-financed by the European Union and supports companies to innovate, internationalize, access finance, digitalize, and become more sustainable and resilient.

We help on average 835 SMEs to innovate and grow internationally every single day!

Welcome to the world of the EEN!

Agenda

11:00 – 11:30	<i>Registration</i>
11:30 – 12:30 <i>Ante-Room of the Marstall Building or in the Courtyard</i>	<i>Light buffet networking lunch</i>
12:30 – 13:00 <i>Jules Bordet Hall/ Marstall Building</i>	<u>Welcoming addresses and presentation of the agenda</u> Dr. Armin Hartmuth , Deputy Head of the Representation of Bavaria Jakub Boratynski , Director, European Commission (DG GROW) (tbc) Malte Gallèe , MEP, European Parliament (tbc)

<p>13:00 – 14:15</p> <p><u>Venues of the Breakout Sessions:</u></p> <ul style="list-style-type: none"> • Meeting Room Attic, Institute Pasteur, 2nd Floor • Wine Bar, Institute Pasteur, Souterrain • Beer Cellar, Marstall, Basement 	<p><u>Breakout sessions (in parallel):</u></p> <ol style="list-style-type: none"> 1. 30 years of the Single Market – what has been achieved Moderator: Jitka Rysava, Centre for Regional Development of the Czech Republic 2. 30 years of the Single Market – what to expect in the future Moderator: Gwenelle Godet, Solutions&co. l'agence de développement économique de la Région des Pays de la Loire 3. What is the EEN doing to help SMEs (new challenges and services)? Moderator: Alexander Lau, CCI Munich/Upper Bavaria <p>Each break-out room will have a moderator who will present the results of the discussion in the following plenary session.</p>
<p>14:15 – 14:30 Ante-Room of the Marstall Building or in the Courtyard</p>	<p>Coffee break</p>
<p>14:30 – 15:30 Jules Bordet Hall/ Marstall Building</p>	<p><u>Plenary session: "The Enterprise Europe Network in the Single Market of today and tomorrow"</u></p> <p>Panellists:</p> <ul style="list-style-type: none"> • Mariella Masselink, Head of Unit, European Commission (DG GROW) • Robert Guyon, CCI Bourgogne Franche-Comté • Malte Gallèe, MEP, European Parliament (tbc) • Entrepreneur from Bavaria or Belgium <p>Moderator: Alexander Lau, Head of EEN TG SM, IHK München</p> <p>The session will start with a debriefing from the breakout sessions.</p>
<p>15:30 – 16:00</p>	<p>End of the event. Coffee available</p>
<p>17:30 – 18:00</p>	<p>Registration for Joint event of BIHK and WKÖ:</p>
<p>18:00 – 20:00</p>	<p>Joint event of BIHK and WKÖ: 30 years of the European Single Market: DIGITAL MOVE - The digital transformation of mobility (separate agenda)</p>



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20:00 – 22:00

*Networking session with an Alpine Buffet***Points for discussion in the breakout rooms****1. 30 years of the Single Market – what has been achieved**

This session will discuss the key benefits that have been delivered for SMEs, and what more can be done to deliver even more benefits to SMEs, and to help them access them. It will consider issues such as:

- Free movement of goods
- CE Marking, standardization, Small Business Standards (SBS)
- Free movement of services and people including posting of workers
- Public Procurement
- Cross-border VAT
- E-Commerce and other digital services
- Free movement of capital

2. 30 years of the Single Market – what to expect in the future

As the Commission's March 2023 Communication: "The Single Market at 30" has highlighted, the Single Market needs to change to adapt to new challenges and needs such as sustainability, digitalisation and resilience. This session will discuss what to expect in the future and in particular, reflecting on issues such as:

- SME Relief Package and its implementation (tbc)
- Green Deal Industrial Plan and Net Zero Industry Act
- Reducing administrative burdens
- Single Digital Gateway (SDG) and its future impact
- Skills shortages and the Year of Skills

3. What is the EEN doing to help SMEs?:

The EEN was set up 15 years ago to help ambitious SMEs benefit from the Single Market and international trade agreements. Since then, it has expanded its services to help SMEs in areas such as innovation, access to finance, sustainability, digitalisation and resilience. This session will highlight its current service offering and how the EEN can reach even more SMEs. In particular, it will look at issues such as:

- Single Market advisory services including the results of recent events across Europe on the Single Market at 30;
- The EEN's support for business partnering;
- The EEN's services on innovation, sustainability, digitalisation and resilience
- EEN SME Feedback and its role for Single Market policies
- How can we make the EEN more visible
- How can we build greater synergies with other networks



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Please confirm your participation to Alexander Lau at lau@muenchen.ihk.de, clearly indicating your name, function, organization, address and TG/SG/SAG membership (if applicable)

by 12 September 2023

Information about the venue:

Representation of the Free State of Bavaria to the EU

<https://www.bayern.de/staatskanzlei/bayern-in-bruessel/bavaria-in-brussels/>



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