



SME ASSEMBLY 2023 BILBAO

**Promoting Enterprise: powering Europe's SMEs
and start-ups towards a sustainable future**

SME Assembly 2023 Programme

[timings and titles of sessions may be subject to change]

Monday, 13 th November 2023	
Bilbao	
12.00	Opening Ceremony of Basque Open Industry 4.0
13.30	Basque Open Industry 4.0: Round Table with Regional Ministers for Economy [tbc]
14:30 – 17:00	Optional Business Visits Adegí, Donostia-San Sebastián: Visit to Fabrika Cultural Change Experience AZTI Scientific and Technological Centre – Bizkaia Technology Park TECNALIA – Centre of Applied Research & Technological Development – Bizkaia Technology Park CFAA – The Aeronautics Advanced Manufacturing Centre – Bizkaia Technology Park Basque Open Industry 4.0 EXPO, Bilbao Exhibition Centre Bilbao Sightseeing Walking Tour
18.00–20.00	Schumpeter 'Innovation in Enterprise' Lecture Prof. Saras D. Sarasvathy, University of Virginia, Darden School of Business Guggenheim Bilbao Museum (Auditorium)
20.00-22.30	SME Week Reception Guggenheim Bilbao Museum (Atrium)



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Tuesday, 14 th November 2023			
Bilbao Exhibition Centre, Bilbao			
08.00-08.40	Networking Coffee (Foyer)		
08.00-08.40	Press Briefing Press Room		
08.40-08.45	Introduction to the 2023 SME Assembly in Bilbao and online With our host Susana Roza		
08.45– 10.00	Opening of the 2023 SME Assembly on behalf of the Spanish Presidency and the European Commission With keynotes from Héctor José Gómez Hernández , Minister for Industry, Trade and Tourism of the Kingdom of Spain and Thierry Breton , Member of the European Commission for the Internal Market A word of welcome from the Government of the Basque Country Views from the world of business by Susanne Westhausen , President, Cooperatives Europe Message from the European Parliament of Enterprises		
10.00-11.00	15% and counting: SMEs closing the recycling loop Policy Workshop (end time: 11:00)	Setting Standards for the Single Market: how to include SMEs? Participatory Leadership Workshop (end time: 11:00)	The SME 'Sustainable Enterprise' Panel Participatory Leadership Workshop (end time: 11:30)
11.00-12.00	NETWORKING COFFEE		





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12.00-13.00	Upskilling SMEs for a Data Driven Future Policy Workshop	EEPA Session: Investing in Entrepreneurial Skills Masterclass	Citizens at the Centre of Railway Innovation Policy Workshop	Putting New Rules to the Test Policy Workshop	From potential to growth: Helping SMEs scale up Masterclass
13.00-14.15	NETWORKING LUNCH Interviews with the SME Assembly Roving Reporter				
14.15-15.15	New Ways of Working Participatory Leadership Workshop	The Alternative Paths to Growth Policy Workshop	Stories of Success Participatory Leadership Workshop	Social enterprises and cooperatives – how the fringe is becoming mainstream Policy Workshop	SMEs and the digital transition: Towards a participatory approach? Lessons from the Gipuzkoa case Masterclass
15.30-16.30	The Single Market at 30: “nobody falls in love with a common market” Policy Workshop	Men are from Mars. Women are from Venus. Participatory Leadership Workshop		30 days (or pay) Policy Workshop	



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16.30 - 18.45	Optional Visit to the Basque Open Industry 4.0 EXPO, Bilbao Exhibition Centre
18.45-20.30	Drinks Reception, followed by European Enterprise Promotion Awards
20.30-22.30	NETWORKING DINNER
POLICY WORKSHOP - These are traditional moderated sessions on a range of topical policy dossiers, followed by a Q&A with the audience. MASTERCLASS - Topical sessions with expert practitioners on a number of subjects. Running in parallel with the main programme, these presentations will be held in distinct seating areas in the venue.	



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Wednesday, 15th November 2023

BEC, Bilbao

9.00 - 9.15	Introduction to Day 2 with Susana Roza			
09.15 - 10.15	New skills and competencies for mentors supporting entrepreneurs in distress Policy Workshop	The EEN and other stories: support for European enterprises Policy Workshop	SME Economic Performance: how skills shortages impact SMEs Policy Workshop	SME Envoy Meeting 09.00-11.30
10.15 - 10.45	NETWORKING COFFEE			
10.45 - 11.45	Co-creative change: how we navigate culture change in our own enterprises Participatory Leadership Workshop	No Net Zero without SMEs Policy Workshop	Youth Start-Up Competition	SME Envoy Meeting (continued) 09.00-11.30
11.45 - 12.30	Policy conclusions of the SME Assembly 2023 with Hubert Gambs, SME Coordinator and Deputy Director-General, DG GROW, European Commission With Sandra Parthie, Chair of the INT section of the European Economic and Social Committee; and a Member of the European Parliament Handover to the Hungarian Presidency Yolanda Alcala Garcia, SME Envoy for Spain László Hunyadi, SME Envoy for Hungary			
13.30 - 15.00	Opening of the EEN Annual Conference with Jean-David Malo, Director of EISMEA, and Hubert Gambs, SME Coordinator and Deputy Director-General of DG GROW			





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15:00 - 15:30	Coffee break		
15:30 - 17:00	The Single Market at 30: where next and what role for the EEN? Panel discussion with SME Envoys	Boost your Innovation: Maximizing EIC Business Acceleration Services and the EEN2EIC Project Panel discussion with SME Envoys	Support Ukraine - how can the EEN Sector Groups help? Panel discussion with SME Envoys