

THURSDAY 14 MAY

9.00am-10.45am **Opening session: How does the *Small Business Act* reduce the barriers to business?**
(In conjunction with both the European Commission (DG Enterprise) and the Czech EU Presidency)

Keynote speakers:

- **Mr. Martin Říman**, Czech Minister of Industry and Trade
- **Mr. Günter Verheugen**, Vice-President of the European Commission responsible for enterprise & industry
- **Mr. Pierre Simon**, President of EUROCHAMBRES
- **Mr. Petr Kužel**, President of the Chamber of Commerce of the Czech Republic

Discussion Panel:

- **Mr. Arnaldo Abruzzini**, Secretary General of EUROCHAMBRES
 - **Mr. Andrea Benassi**, General Secretary of UEAPME
 - **Mr. Hugh Morgan-Williams**, Vice-Chair of Business Europe's SME Committee
- Moderator: Mrs. Françoise Le Bail**, Deputy Director General & SME Envoy, DG Enterprise, European Commission

10.45am-11.15am **Coffee break**

11.15am-12.30pm **Plenary session: Innovation, a key tool in responding to today's challenges**
As highlighted in the context of the 2009 European Year of Creativity and Innovation, innovation is crucial to companies' ability to face the challenges and opportunities of globalisation. Chambers play an important role in implementing innovation policies. This session will focus on new and better methods of fostering all forms of innovation.

Keynote speakers:

- **One of the 27 Ambassadors of the European Year of innovation and creativity**, nominated by the European Commission
- **Dr Alexander Ulrich von Gabain**, Intercell AG, Member of Governing Board of the European Institute of Innovation and Technology
- **Mr. Michel Dieudonné**, Member of the board of ACFCI, in charge of Innovation
- **Mr. Eduardo Moreno**, Director General, Consejo superior de Cámaras de Comercio on Project Innocamaras

Moderator: Mr. Arnaldo Abruzzini, Secretary General, EUROCHAMBRES

12.30pm-2.30pm **Networking lunch**

2.30pm-4.30pm

WORKSHOP 1

Energy efficiency: challenges and opportunities

This session will look at energy policy developments – especially those relevant to SMEs and energy efficiency – and at examples of good practices by businesses and Chambers. There will also be a debate about the support SMEs need from policy makers and from Chambers to be able to maintain and improve their competitiveness in the context of future energy challenges.

Speakers:

- **Mrs. Pirjo-Liisa Koskimäki**, Head of the Energy Efficiency Unit, DG TREN (tbc)
- **Mr. Dieter Kreikenbaum**, Director for energy and Climate policy, DIHK
- **Dr. Ivan Rychtr**, Česká rafinorská, Czech Entrepreneur
- **Mr. Wouter Van Gulck**, General Manager, Federation of Chambers of Commerce and Industry of Belgium

Moderator: Mr. Ben Butters, EU Affairs Director, EUROCHAMBRES

WORKSHOP 2 A workforce for changing environments

In a rapidly changing environment, Chambers can offer solutions in order to help SMEs find the right people with the right skills. They also have a key role to play in forecasting the competences that will be needed by businesses in the future. This session will consider in more detail what should be done to ensure that Europe's workforce of today and tomorrow can contribute to businesses' innovation and creativity.

Speakers:

- **Mr. Ondřej Liška**, Minister of Education, Youth and Sports, Czech Republic
- **Mr. Christian Lettmayr**, CEDEFOP Deputy Director
- **Mr. Gianangelo Bellati**, Director Unioncamere Veneto, Erasmus for Young Entrepreneurs' local contact Point
- **Mrs. Heike Weidmann**, Deputy Director 'Training and Education', IHK Frankfurt am Main
- **Mrs. Caroline Jenner**, Chief Executive Officer, JA-YE Europe

Moderator: Ms. Margarete Rudzki, EU Affairs Policy Advisor, EUROCHAMBRES

WORKSHOP 3 Better access to finance for SMEs

The economic crisis is having a dramatic impact on the real economy. SMEs are among the most exposed to the current problems and Chambers report that smaller businesses' access to finance is becoming more and more encumbered, which has disastrous implications for Europe's economy. This workshop will consider measures to allow SMEs to access credit, to maintain their cash flow and to plan ahead, invest and thus re-launch the European economy.

Speakers:

- **Mrs. Maive Rute**, Deputy SME Envoy, DG Enterprise & Industry, European Commission
- **Mr. Richard Pelly**, Chief executive, European Investment Fund
- **Mr. Markus Becker-Melching**, Chairman of the SME Working Group, European Banking Federation
- **Dr. László Parragh**, President, Hungarian Chamber of Commerce and Industry

Moderator: Mr. Tomáš Sedláček, Chief Macroeconomic Strategist at ČSOB bank and member of The National Economic Council

4.30pm-onwards Networking over a coffee

8.00pm-11.00pm Gala dinner at the ŽOFÍN PALACE

FRIDAY 15 MAY

**9.30am-11.30am
(coffee break
from 10.45am
-11.00am)**

WORKSHOP 4 Reaching markets outside the EU

This workshop will first address the question of whether trading in goods and services outside the EU has become more difficult or easier in recent years and what actions can be developed in order to smoothen this process. It will then deal with the opportunities that Chambers may use in order to help companies increase their commercial presence in third countries markets.

Speakers:

- **Mr. Peter Balas**, Deputy Director General, DG Trade, European Commission (tbc)
- **Mr. Tommy Kullberg**, Chairman European Business Council in Japan – EBC
- **Mr. Reiner Hartmann**, Chairman Association of European Business in the Russian Federation – AEB
- **Dr. Alaa Ezz**, CEO Confederation of Egyptian-European Business Associations – CEEBA
- **Dr. Dietrich Kebschull**, Director EU Business and Technology Centre in India

Moderator: Mr. Dirk Vantyghem, International Affairs Director, EUROCHAMBRES

WORKSHOP 5 Persisting barriers to EU markets

The EU internal market is still characterised by the presence of various barriers - administrative, fiscal, legal etc - and the economic crisis presents the risk of increased protectionism rather than further liberalisation. This workshop will focus on how to ensure that Europe's 23 million SMEs can better access Europe's 500 million citizens - the world's largest single market - focusing in particular on the services sector and the need to reduce red tape.

Speakers:

- **Mr. Martin Tlapa**, Vice-Minister Industry & Commerce, Czech Republic (tbc)
 - **Mrs. Françoise Le Bail**, Deputy Director General & SME Envoy, DG Enterprise, European Commission
 - **Mr. Neville Reyner**, President, The British Chambers of Commerce
 - **Mr. Frans van Steenis**, Director General of The Netherlands Chamber of Commerce
 - **Mrs Zaneta Jaunzeme**, Latvian Entrepreneur
- Moderator: Mr. Ben Butters**, EU Affairs Director, EUROCHAMBRES

11.30am-12.30pm

Closing session

Mr. Christoph Leitzl, GCP Chairman : wrap-up of the Global Chambers Platform's meeting

Mr. Arnaldo Abruzzini, Secretary General of EUROCHAMBRES : conclusions of fringes meetings' works

Mrs. Ewa Björling, Swedish Minister of Trade (tbc)

Mr. Martin Tlapa, Vice-Minister Industry & Commerce, Czech Republic (tbc)

Mr. Pierre Simon, President, EUROCHAMBRES

1.00pm-3.00pm

Lunch

FRINGE MEETINGS (only for Chambers already being project partners) :

THURSDAY 14 MAY:	12.30pm-2.30pm	Global Chamber Platform (GCP) lunch followed by a meeting from 2.00pm-5.00pm
FRIDAY 15 MAY:	9.00am-1.00pm	CHANGE project
	1.00pm-3.00pm	EUROCHAMBRES Women Network lunch
	Afternoon	Invest In Med, Gulf Project

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Creativity and Innovation
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