



EU-US WORKSHOP ON SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

IN THE FRAMEWORK OF THE TRANSATLANTIC ECONOMIC COUNCIL (TEC)

Rome, 12-13 July 2012

12 JULY 2012 - PLENARY SESSION

Venue: Ministry of Foreign Affairs, Piazzale della Farnesina 1, International Conferences Hall

15.00-16.00 **Registration of participants**

16:00 **Institutional opening**

Marta Dassù, Under-Secretary of State for Foreign Affairs of Italy

Antonio Tajani, Vice President of European Commission

Miriam Sapiro, Ambassador, Deputy US Trade Representative

Giorgio Squinzi, President of Confederation of Italian Industries (Confindustria)

David Thorne, US Ambassador to Italy

16:45 **Roundtable - The view of the EU and US business communities and Transatlantic trade and investment policy context**

Introducing remarks:

Daniel Calleja Crespo, Director General, Directorate General for Enterprise and Industry, European Commission, and EU SME Envoy

Moderator: Ambassador **Maurizio Melani**, Director General for the Country Promotion (Economy, Culture and Science) of the Ministry of Foreign Affairs

Arnaldo Abruzzini, Secretary General, Eurochambres

Andrea Benassi, Secretary General of The European Association of Craft, Small and Medium-sized Enterprises (UEAPME)

Peter H. Chase, Senior European Representative at U.S. Chamber of Commerce, Brussels Office

Pat Ivory, Chairman "US Network" BusinessEurope

Kimberly Benson, Vice President, Cange International, Member of ITAC-11 Small and Minority Business, California Chamber Council on International Trade

Giuseppe Tripoli, Head of International Department, Ministry of Economic Development

Laszlo Horvath, President, ActiveMedia, Member of ITAC 11 Small and Minority Business

Riccardo Monti, President of the Italian Trade Promotion Agency

Signe Ratso, Director, Directorate General for Trade, European Commission

Elena Bryan, Senior Trade Advisor, U.S. Mission to the EU in Brussels

Didier Herbert, Director, Directorate General for Enterprise and Industry

Pierfrancesco Gaggi, Head of International Relations Department, Italian Banking Association (ABI)

Discussion

12 JULY 2012 - PLENARY SESSION

18.30 **Concluding remarks**

Antonio Tajani, Vice President of European Commission
Miriam Sapiro, Ambassador, Deputy US Trade Representative

19.00-20.30 **Networking Cocktail**

Venue: Ministry of Foreign Affairs, Circolo del Ministero degli Affari Esteri (Lungotevere dell'Acqua Acetosa, 42) – Transportation provided.

13 JULY 2012 - BUSINESS SESSION

Venue: Confindustria Viale dell'Astronomia, 30, Pininfarina Room

09.00 **Registration of participants**

09:30 **Welcome and introductory remarks**

Vincenzo Boccia, President of Confindustria Small Enterprise

09:40-10:30 **Panel 1 - SME access to finance: EU and US guarantee programmes and policies**

Moderator: Joanna Drake, Director, Directorate General for Enterprise and Industry, European Commission

Panellists:

Randy Mitchell, Senior Trade Strategist for Private Equity and Venture Capital, US Department of Commerce

Sandro Murtas, Regional Manager, Export Solutions Group, Louisiana, Mississippi, Alabama & Arkansas, Office of International Trade, U.S. Small Business Administration

José Fernando Figueiredo, Chairman of European Association Mutual Guarantee Society (AECM)

Joseph Englert, President Export Assist Inc., Board Member of the Small Business Exporters Association

Ambra Redaelli, Member of the Board of Federfidi Lombarda (CIP-SMEG financial intermediary)

Massimo D'Aiuto, CEO of SIMEST S.p.A, Institute for the Development and Promotion of Italian Business Abroad

10:30-11:00 *Discussion*

11:00-11:15 **Coffee break**

11:15-12:15 **Panel 2 - SME access to finance: EU and US venture capital programmes and policies**

Moderatos:

Randy Mitchell, US Department of Commerce

Per-Ove Engelbrecht, Directorate General for Enterprise and Industry, European Commission

Panellists:

Bruno Robino, Head of Region-Southern Countries Regional Business Development, European Investment Fund

Diana Saraceni, General Partner, 360° Capital

James Burnham, Head of External Relations, European Private Equity and Venture Capital Association (EVCA)

13 JULY 2012 - BUSINESS SESSION

Paul Thurk, Managing Director with Arch Venture Partners
David Drake, LDJ capital, expert on crowdfunding
Jouko Ahvenainen, Serial Entrepreneur, Co-Fonder GrowVC

12:15-12:45 *Discussion*

12:45-14:00 **Networking lunch offered by Confindustria**

14:00-14:50 **Panel 3 - Available practical business support for SMEs in EU and US to access international markets, cooperation on SME programmes**

Moderators:

Signe Ratso, Director, Directorate General for Trade, European Commission
Christina Sevilla, Deputy Assistant US Trade Representative (USTR), Small Business and Market Access

Panellists:

Didier Herbert, Director, Directorate General for Enterprise and Industry, European Commission
Lori Cooper, Senior Policy Advisor, U.S. Department of Commerce
Arnaldo Abruzzini, Secretary General, Eurochambres
Elena Stegemann, International Business Manager, NuStep Inc., member of Industry Trade Advisory Committee (ITAC) 4 – Consumer goods, President’s Export “E” Award
Alberto Baban, Chairman Tapi srl

14:50-15:15 *Discussion*

15:15-16:00 **Panel 4 - Innovation and entrepreneurship programmes**

Moderator: **Joanna Drake**, Director, Directorate General for Enterprise and Industry, European Commission

Panelists:

Sandro Murtas, Regional Manager, Export Solutions Group, Louisiana, Mississippi, Alabama & Arkansas, Office of International Trade, U.S. Small Business Administration
Karel Havlicek, Vice President of the European Association of Craft, Small and Medium-sized Enterprises (UEAPME)
Laszlo Horvath, President of ActiveMedia, member of ITAC 11 Small and Minority Business
Pat Ivory, Chairman “US Network” BusinessEurope
Sven Oehme, President & CEO, European-American Business Organization
Luca Benatti, Vice President Assobiotec & CEO Erydel SpA
Marco Gubitosi, American Chamber of Commerce in Italy

16:00-16:30 *Discussion*

16.30-17:00 **Closing session**

Joanna Drake, Director, Directorate General for Enterprise and Industry, European Commission
Signe Ratso, Director, Directorate General for Trade, European Commission
Christina Sevilla, Assistant US Trade Representative for SME and Market access

Adoption of a Joint EU-US Report for “Enhanced Economic Cooperation between Small and Medium Enterprises”