

## **DRAFT Working Document**

### **EU-US Workshop on Small and Medium-sized Enterprises (SMEs) in the framework of the Transatlantic Economic Council (TEC)**

**Rome, 12-13 July 2011**

#### **Involved persons**

##### **12 July 2012 - Plenary Session**

*(15:00 – 19:00) (with video-conference)*

*Venue: International Conferences Hall, Ministry of Foreign Affairs, Piazza della Farnesina, 1 -00135- Rome.*

##### **15:00 Registration of participants (15:00 – 16:00)**

**Confindustria** - Ms. Alessia Marchetti - [a.marchetti@confindustria.it](mailto:a.marchetti@confindustria.it),  
tel. +39-06-5903454, and Alessandro Di Simone - [a.disimone@confindustria.it](mailto:a.disimone@confindustria.it)

##### **16:00 Institutional opening (16:00 – 16:45)**

*Giulio Terzi di Sant'Agata, Minister of Foreign Affairs of Italy  
Antonio Tajani, Vice President of European Commission  
Ambassador Miriam Sapiro, Deputy US Trade Representative  
Giorgio Squinzi, President of Italian Confederation of Industry (Confindustria)  
Ambassador David Thorne, US Ambassador to Italy*

##### **16:45 The view of the EU and US business communities and Transatlantic trade and investment policy context (16:45 – 19:00)**

*(Roundtable followed by open discussion with the audience)*

*Introducing remarks*

*Mr Daniel Calleja Crespo and Director General, Directorate General for Enterprise and Industry, European Commission, and  
Ms Marta Dassù, Under-Secretary of State for Foreign Affairs of Italy*

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

##### **16:45 – 18:00 Concrete ways to stimulate growth in our SMEs: The Transatlantic Way: The view of the EU and US business communities**

Mr Alessandro Barberis, President of Eurochambres

Mr Andrea Benassi, Secretary General of The European Association of Craft, Small and Medium-sized Enterprises (UEAPME)  
Ms Karyn Page, President and CEO, Kansas World Trade Center, Primary Vice Chair of ITAC-11 Small and Minority Business  
Mr Pat Ivory, Chairman “US Network”, BusinessEurope  
Mr Peter H. Chase, Senior European Representative at U.S. Chamber of Commerce, Brussels Office  
Mr Giuseppe Mussari, Chairman of the Italian Banking Association (ABI)  
Ms Kimberly Benson, Vice President, Cange International, Member of ITAC-11 Small and Minority Business, California Chamber Council on International Trade  
Mr Riccardo Monti, President of the Italian Trade Promotion Agency

Discussion

***18:00 – 19:00 Transatlantic trade and investment policy context***

Ms Signe Ratsø, Director, Directorate General for Trade, European Commission  
Ms Isabella Detwiler, Director for Europe, Office of the US Trade Representative  
Mr Didier Herbert, Director, Directorate General for Enterprise and Industry, European Commission  
Mr Giuseppe Tripoli, Head of International Department, Ministry of Economic Development (MiSE)

Discussion

Conclusions

Mr Antonio Tajani, Vice President of European Commission, and  
Ambassador Miriam Sapiro, Deputy US Trade Representative (tbc)

**19:00 Cocktail at Circolo del Ministero degli Esteri**

Invitation Minister of Foreign Affairs of Italy

*Venue: Lungotevere dell'Acqua Acetosa 42 (transportation provided)*

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***13 July 2012 - Business Session***

***Venue: Confindustria, Viale dell'Astronomia, 30 - 00144 ROMA***

**Welcome and introductory remarks (9:30 – 9:40)**

Mr Vincenzo Boccia, President of Confindustria Small Enterprise, Confindustria

**Panel 1 - SME access to finance: EU and US guarantee programmes and policies**  
**(9:40 – 11:00)**

Panel discussion **(9:40 – 10:30)**

Moderator: Ms Joanna Drake, Deputy EU SME Envoy, Director, Directorate General for Enterprise and Industry, European Commission

Panellists:

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

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

Mr. Joseph Englert, Chairman and President, Export Assist Inc, Board Member of the Small Business Exporters Association/National Small Business Association

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

Mr Massimo D'Aiuto, Chief Executive Officer of SIMEST S.p.A

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

Discussion **(10:30 – 11:00)**

Coffee break **(11:00 – 11:15)**

**Panel 2 - SME access to finance: EU and US venture capital programmes and policies**  
**(11:15 – 12:45)**

Panel discussion **(11:15 – 12:15)**

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

Panellists:

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

Ms Diana Saraceni, General Partner, 360° Capital

Ms Dörte Höppner, Secretary General, European Private Equity and Venture Capital Association (EVCA)

Mr Paul Thurk, Managing Director with ARCH Venture Partners

Mr David Drake, LDJ Capital, expert on crowdfunding

Mr Jouko Ahvenainen, Serial Entrepreneur, Co-Founder GrowVC

Discussion **(12:15 – 12:45)**

**Networking lunch (12:45-14:00)**

Invitation Confindustria

### ***13 July - afternoon***

*(14:00 – 17:00 with video-conference)*

#### **Panel 3 - Available practical business support for SMEs in EU and US to access international markets, cooperation on SME programmes (14:00 – 15:15)**

Panel discussion (14:00 – 14:50)

Moderators: Ms Signe Ratso, Director, Directorate General for Trade

Panellists:

Mr Didier Herbert, Director, Directorate General for Enterprise and Industry, European Commission

Ms. Lori Cooper, Senior Policy Advisor, Office of the European Union, U.S. Department of Commerce

Mr Arnaldo Abruzzini, Secretary General, Eurochambres

Ms Elena Stegemann, International Business Manager, NuStep Inc., Member of Industry Trade Advisory Committee (ITAC) 4 - Consumer Goods, President's Export "E" Award

Mr Alberto Baban, Chairman Tapi Srl

*[SBA - tbd]- via videoconference*

Discussion (14:50 – 15:15)

#### **Panel 4 - Innovation and entrepreneurship programmes (15:15 – 16:30)**

Panel discussion (15:15 – 16:00)

Moderator: Ms Joanna Drake, Deputy EU SME Envoy, Director, Directorate General for Enterprise and Industry, European Commission

Panellists:

Mr Karel Havlicek, Vice President of the European Association of Craft, Small and Medium-sized Enterprises (UEAPME)

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

Mr Pat Ivory, Chairman "US Network", BusinessEurope

Mr Sven Oehme, President & CEO, European-American Business Organization

Mr Luca Benatti, Vice President Italian Association for the Development of Biotechnology (Assobiotec)

Mr. Marco Gubitosi, AMCHAM

*[SBA] - via videoconference*

*? TechAmerica Europe (US approval needed)- need info/bio*

Discussion (16:00 – 16:30)

**Closing session** (16:30 – 17:00)

Discussion

Conclusions

Ms Joanna Drake, Deputy EU SME Envoy, Director, Directorate General for Enterprise and Industry, European Commission

Ms Signe Ratso, Director, Directorate General for Trade

Ms Christina Sevilla, Deputy Assistant U.S. Trade Representative, Small Business and Market Access

(Adoption of an EU-US Joint Declaration for “Enhanced Economic Cooperation between Small & Medium Enterprises”)

**Official closing**