



# 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 <sup>th</sup> November 2023	
Bilbao	
12.00	<b>Opening Ceremony of Basque Open Industry 4.0</b>
Afternoon	<b>Optional Business Visits/Site Visits</b> Adegı, Donostia-San Sebastian: 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
18.30–20.00	<b>Schumpeter 'Innovation in Enterprise' Lecture</b> <b>Prof. Saras D. Sarasvathy, University of Virginia, Darden School of Business</b> Guggenheim Bilbao Museum (Auditorium)
20.00-22.00	<b>SME Week Reception</b> Guggenheim Bilbao Museum (Atrium)



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Tuesday, 14<sup>th</sup> November 2023

Bilbao Exhibition Centre, Bilbao

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Bilbao Exhibition Centre, Bilbao			
08.00-08.40	<p><b>Networking Coffee</b> (Foyer)</p>		
08.40-08.45	<p><b>Introduction to the 2023 SME Assembly in Bilbao and online</b></p>		
08.45-10.00	<p><b>Opening of the 2023 SME Assembly on behalf of the Spanish Presidency and the European Commission</b></p> <p>With keynotes from <b>Héctor José Gómez Hernández</b>, Minister for Industry, Trade and Tourism of the Kingdom of Spain and <b>Thierry Breton</b>, Member of the European Commission for the Internal Market</p> <p>A word of welcome from <b>Iñigo Urkullu</b>, Lehendakari - Head of the Government of the Basque Region</p> <p>Views from the world of business by <b>Susanne Westhausen</b>, President, Cooperatives Europe</p> <p>Message from the European Parliament of Enterprises</p>		
10.00-11.30	<p><b>Green Transition – Circular Economy</b> Policy Workshop</p>	<p><b>Supply chains</b> Policy Workshop</p>	<p><b>The SME ‘Sustainable Enterprise’ Panel</b> Participatory Leadership Workshop</p>





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11.30-12.00	<b>NETWORKING COFFEE</b>		
12.00-13.00	<b>Digitalisation</b> Policy Workshop	<b>EEPA Session: Investing in Entrepreneurial Skills</b> Masterclass	<b>MAFEX (Basque Railway) Session</b> Policy Workshop
13.00-14.30	<b>NETWORKING LUNCH</b> Interviews with the SME Assembly Roving Reporter		
14.30-15.30	<b>Social enterprises and cooperatives – how the fringe is becoming mainstream</b> Policy Workshop	<b>The alternative paths to growth</b> Workshop	<b>Stories of Success</b> Participatory Policy Workshop
15.30-16.30	<b>New Ways of Working</b> Participatory Leadership Workshop	<b>Men are from Mars. Women are from Venus.</b> Participatory Leadership Workshop	<b>30 days (or pay)</b> Policy Workshop
16.30 - 18.45	<b>NETWORKING BREAK</b> Optional Visit to the Basque Open Industry 4.0 EXPO, Bilbao Exhibition Centre		
18.45-20.30	<b>European Enterprise Promotion Awards</b>		
20.30-22.30	<b>NETWORKING DINNER</b>		

**POLICY WORKSHOP** - These are traditional moderated sessions on a range of topical policy dossiers, followed by a Q&A with the audience.





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**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.

**Wednesday, 15<sup>th</sup> November 2023**

**BEC, Bilbao**

9.00 - 9.15	<b>Introduction to Day 2</b>			
09.15 - 10.15	<b>Insolvency: The end of the road or the rise of a new dawn?</b> Policy Workshop	<b>The EEN and other stories: support for European enterprises</b> Policy Workshop	<b>SME Economic Performance</b> Policy Workshop	<b>SME Envoy Meeting</b> <b>09.00-11.30</b>
10.15 - 10.45	<b>NETWORKING COFFEE</b>			
10.45 - 11.45	<b>Intracompany Culture change</b> Participatory Leadership Workshop	<b>No Net Zero without SMEs</b> Policy Workshop	<b>Youth Start-Up Competition</b>	<b>SME Envoy Meeting (continued)</b> <b>09.00-11.30</b>
11.45 - 12.30	<b>Policy conclusions of the SME Assembly 2023 with Hubert Gambs, SME Coordinator and Deputy Director-General, DG GROW, European Commission</b>  With Sandra Parthie, Chair of the INT section of the European Economic and Social Committee; Member of the European Parliament  Handover to the Hungarian Presidency <b>Yolanda Alcala Garcia, SME Envoy for Spain</b> <b>László Hunyadi, SME Envoy for Hungary</b>			





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13.30 – 14.15	<b><i>Opening of the EEN Annual Conference with Jean-David Malo, Director of EISMEA, Hubert Gambs, SME Coordinator and Deputy Director-General of DG GROW and Aitor Urzelai, Director General of SPRI</i></b>		
14.15 - .....	[...]		<b>Workshop(s) for discussion with Envoys</b>