



# SME ASSEMBLY 2023 BILBAO

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

## SME Assembly 2023 Programme

Monday, 13 <sup>th</sup> November 2023	
Guggenheim Museum, Bilbao	
12.00	<i>Opening Ceremony of Basque Open Industry 4.0</i>
13.30	<i>Basque Open Industry 4.0: Round Table with Regional Ministers for Economy [tbc]</i>
Afternoon	<p><b>Optional Business Tours/Site Visits</b></p> <p>Adegı, Donostia-San Sebastian: Visit to Fabrika Cultural Change Experience</p> <p>AZTI Scientific and Technological Centre – Bizkaia Technology Park</p> <p>TECNALIA – Centre of Applied Research &amp; Technological Development – Bizkaia Technology Park</p> <p>CFAA – The Aeronautics Advanced Manufacturing Centre – Bizkaia Technology Park</p> <p>Basque Open Industry 4.0 EXPO, Bilbao Exhibition Centre</p> <p>Bilbao Sightseeing Walking Tour</p>
18.30-20.00	<p><b>Schumpeter 'Innovation in Enterprise' Lecture</b></p> <p><b>Prof. Saras D. Sarasvathy, University of Virginia, Darden School of Business</b></p> <p>Guggenheim Bilbao Museum (Auditorium)</p>
20.00-22.00	<p><b>SME Week Reception</b></p> <p>Guggenheim Bilbao Museum (Atrium)</p>



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<b>Tuesday, 14<sup>th</sup> November 2023</b>			
<b>Bilbao Exhibition Centre, Bilbao</b>			
08.00-08.40	<b>Networking Coffee</b> (Foyer)		
08.00-08.40	<b>Press Briefing</b>		
08.40-08.45	<b>Introduction to the 2023 SME Assembly in Bilbao and online</b> With our host Susana Roza		
08.45- 10.00	<p style="text-align: center;"><b>Opening of the 2023 SME Assembly on behalf of the Spanish Presidency and the European Commission</b></p> <p style="text-align: center;">With keynotes from <b>Thierry Breton</b>, Member of the European Commission for the Internal Market and <b>María Muñoz Martínez</b>, Director General for Industry and SMEs, Spanish Ministry of Industry, Commerce and Tourism and</p> <p style="text-align: center;">A word of welcome from the <b>Government of the Basque Country</b></p> <p style="text-align: center;">Views from the world of business by <b>Susanne Westhausen</b>, President, Cooperatives Europe</p> <p style="text-align: center;">Message from the European Parliament of Enterprises</p>		
10.00-11.00	<b>The SME 'Sustainable Enterprise' Panel</b> Participatory Leadership Workshop <b>Auditorium</b> <u>Lasts until 11:30</u>	<b>15% and counting: SMEs closing the recycling loop</b> Policy Workshop <b>Room 1A</b>	<b>Setting the Standards for the Single Market: how to include SMEs</b> Participatory Leadership Workshop <b>Torre Room</b>
11.00-12.00	<b>NETWORKING COFFEE/EXPO</b>		





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12.00-13.00	<b>Upskilling SMEs for a data-driven future</b> Policy Workshop <b>Auditorium</b>	<b>EEPA Session: Investing in Entrepreneurial Skills</b> Masterclass <b>Room 1A</b>	<b>Citizens at the Centre of Railway Innovation</b> Policy Workshop <b>Torre Room</b>	<b>Putting new rules to the test</b> Policy Workshop <b>Luxua Room</b>	<b>From potential to growth: Helping SMEs scale up</b> With OECD Masterclass <b>Masterclass Space</b>
13.00-14.15	<b>NETWORKING LUNCH</b> Interviews with the SME Assembly Roving Reporter				
14.15-15.15	<b>Stories of Success</b> Participatory Leadership Workshop <b>Auditorium</b>	<b>The Alternative Paths to Growth</b> Workshop <b>Room 1A</b>	<b>New Ways of Working</b> Participatory Leadership Workshop <b>Torre Room</b>	<b>Social enterprises and cooperatives – how the fringe is becoming mainstream</b> Policy Workshop <b>Luxua Room</b>	<b>SMEs and digital transition: Towards a participatory approach? - Lessons from the Gipuzkoa case</b> Masterclass <b>Masterclass Space</b>
15.15-15.30	<b>NETWORKING BREAK</b>				
15.30-16.30	<b>The Single Market at 30: “Nobody falls in love with a Common Market”</b> Policy Workshop <b>Auditorium</b>	<b>30 days (or pay)</b> Policy Workshop <b>Room 1A</b>	<b>Men are from Mars. Women are from Venus.</b> Participatory Leadership Workshop <b>Torre Room</b>		
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>				





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

BEC, Bilbao

9.00 - 9.15	Introduction to Day 2 with our host Susana Roza			
09.15 - 10.15	<p><b>SME Economic Performance: how skills shortages impact SMEs</b></p> <p>Policy Workshop</p> <p>Auditorium</p>	<p><b>New skills and competencies for mentors supporting entrepreneurs in distress</b></p> <p>Policy Workshop</p> <p>Room 1A</p>	<p><b>The EEN and other stories: support for European enterprises</b></p> <p>Policy Workshop</p> <p>Torre Room</p>	<p><b>SME Envoy Meeting</b></p> <p>09.00-11.30</p> <p>Luxua 1</p>
10.15 - 10.45	NETWORKING COFFEE			
10.45 - 11.45	<p><b>Youth Start-Up Competition</b></p> <p>Auditorium</p>	<p><b>No Net Zero without SMEs</b></p> <p>Policy Workshop</p> <p>Room 1A</p>	<p><b>Navigating cultural change in the workplace</b></p> <p>Participatory Leadership Workshop</p> <p>Torre Room</p>	<p><b>SME Envoy Meeting (continued)</b></p> <p>09.00-11.30</p> <p>Luxua 1</p>
11.45 - 12.30	<p><b>Policy conclusions of the SME Assembly 2023 with Hubert Gambs, SME Coordinator and Deputy Director-General, DG GROW, European Commission</b></p> <p>With <b>Róza Thun</b>, Member of the European Parliament and Sandra Parthie, Chair of the INT section of the European Economic and Social Committee</p> <p>Handover to the Hungarian Presidency</p> <p><b>Yolanda Alcala Garcia</b>, SME Envoy for Spain</p> <p><b>László Hunyadi</b>, SME Envoy for Hungary</p> <p>Auditorium</p>			
13.30 - 15.00	Opening of the EEN Annual Conference			

