

Working Breakfast:

"Ensuring the Success of European SMEs through e-Commerce & Digitalization"

20th November 2019 | 09h00 – 10h30 | Arena Zagreb

Programme

Welcome & Opening

Ivan STEFANEC MEP

President SME Europe of the EPP, IMCO Committee

Part I. "How to enable SMEs to take full Advantage of Digitalisation?"

Eva MAYDELL MEP (tbc)

Vice-President SME Europe of the EPP, ITRE Committee

Victoria DE POSSON

Senior Manager in Public Policy, Computer and Communications Industry Association (CCIA)

Part II. "Trade & e-Commerce: a Chance for SMEs to go cross-border"

Iuliu WINKLER MEP

First Vice-President SME Europe of the EPP, Vice-Chair INTA Committee

Samuel LAURINKARI

Head of EU Affairs, eBay

Part III. "Trust in the Single Market: Digitising SMEs and Online Platforms"

Ivan STEFANEC MEP

President SME Europe of the EPP, IMCO Committee

Marisa JIMÉNEZ MARTÍN

Director and Deputy Head EU Affairs, Facebook

Part IV. "Digitalisation – the Impact on Entrepreneurship, Employment & Customer Relations"

Jörgen WARBORN MEP

Vice-President SME Europe of the EPP, INTA Committee

Marcin NOWACKI

Vice-President Union of Employers and Entrepreneurs (ZPP)

Q&A

Conclusion

Georgios KYRTSOS MEP

Board Member SME Europe of the EPP, ECON Committee

Moderation

Dr. Horst HEITZ

Executive Director SME Europe of the EPP