

For the Committee on International Trade (INTA)

WORKSHOP

Tailor-made support for SMEs towards effective implementation of the EU's trade and investment strategy

Wednesday, 17 February 2016
Brussels, **Paul-Henri Spaak Building, Room (P1A002)**
14.30-17.00h

DRAFT PROGRAMME

- 14.30-14.40 Welcome and introductory remarks by**
- **Bernd LANGE**, Chair of the Committee on International Trade (INTA)
- 14.40-14.50 Contribution of SMEs towards implementation of 'Trade for All'**
- **Signe RATSO**, European Commission, Director DG Trade
- 14.50-15.10 Exploring strategies for European SMEs to do business abroad - Presentation of findings**
- **Prof Robert BLACKBURN**, Director of Small Business Research Centre, Kingston University/UK
- 15.10-15.30 Tailor-made support for SMEs going abroad**
- **Dr Ernst KOPP**, Director, go international, Wirtschaftskammer Austria, Vienna
 - **Ralph LERCH**, Managing Director and Global Head of Export Finance, Commerzbank AG, Frankfurt/Main
- 15.30-16.00 SME entrepreneurs share their experience**
- **Maria Pia CONTI**, Partner, Panificio Zanella srl, Bologna and member of the National Council of CNA Alimentare, Association of Small and Medium-Sized Enterprises and Crafts, Bologna/Italy
 - **Pavla BŘEČKOVÁ**, Director for International Trade & Strategy, Audacio s.r.o., Brno and Vice Chair of the Board of Directors of the Association of Small and Medium-Sized Enterprises and Crafts CZ (AMSP CR), Czech Republic
 - **Rafael HIERRO MARTÍN**, General Manager, IxiaRegal, Juinsa, Unimasa, Alicante/Spain
 - **Juergen LINDENBERG**, Director LINDY-Elektronik GmbH, Vice-President and Chair of External Trade Committee of the IHK Rhein-Neckar, Mannheim/Germany
- 16.00-16.55 Q&A**
- 16.55-17.00 Concluding remarks by Ms Tiziana BEGHIN (MEP /EFDD), INTA Rapporteur for the INI**
"A new forward-looking and innovative future strategy on trade and investment"