

# Launch event of the Enterprise Europe Network

*Brussels, 6 and 7 February 2008*

## Wednesday, 6 February (Autoworld)

**19:00**            **Gala Dinner - Inauguration of the new Enterprise Europe Network:  
Key address by Günter Verheugen, Vice-President of the European  
Commission**

## Thursday, 7 February (Tour&Taxis)

**09:00**            **High level opening session (Plenary room)**

Chairperson: **Heinz Zourek**, Director-General, DG Enterprise and Industry, European Commission

- **Günter Verheugen**, Vice-President of the European Commission
- **Edit Herczog**, MEP and Vice-President of the SME-Intergroup in the European Parliament
- **Pierre Simon**, President, EUROCHAMBRES and Chambre de Commerce et d'Industrie de Paris
- **Georg Toifl**, President, UEAPME
- **Ernest-Antoine Seillière**, President, BUSINESSEUROPE
- **Andrej Vizjak**, Slovenian Minister of Economy

**10:30**            **Networking Break**

**11:00**            **Panel discussion:**

**“Network in the service of dynamic and innovative SMEs”  
(Plenary room)**

Moderator: **Ben Butters**, Director of European Affairs, EUROCHAMBRES

- **Françoise Le Bail**, Deputy Director-General and SME Envoy, DG Enterprise and Industry, European Commission
- **Katarína Mathernová**, Deputy Director-General, DG Regional Policy, European Commission
- **David McMeekin**, Chairman London Technology Fund (LTF)
- **Siim Raie**, Director-General, Estonian Chamber of Commerce, Tallinn, Estonia
- **Simon Topman**, SME manager, ACME Whistle Ltd.
- **Andrzej Kaczmarek**, Entrepreneur, member of Polish Lisbon Strategy Forum

**12:30 Lunch Break**

**13:30-14:15 Information session for network managers (Plenary Room)**

**"Practical aspects of the management of the Enterprise Europe Network"**

With representatives of DG Enterprise and Industry and the Executive Agency for Competitiveness and Innovation (EACI)

**14:30 Two parallel working sessions**

**"The political framework and the management structure for the Enterprise Europe Network"**

The working sessions will feature participants from the European Commission, the network and the Executive Agency for Competitiveness and Innovation. Topics to be discussed will include the role of DG Enterprise and Industry and the Executive Agency, priorities of other Commission services and how the network could be linked to it.

Parallel session 1: (Plenary room)

**"Priorities in communication, innovation and stakeholder consultation and the role of the Executive Agency"**

Chair: **Maive Rute**, Director, DG Enterprise and Industry, Directorate E

- **Paavo Palk**, Head of Unit, DG Communication, Unit B/2
- **Werner Stengg**, Head of Unit, DG Internal Market and Services, Unit B/2
- **Antonella Marras**, Mondimpresa, Coordinator B.R.I.D.G.€conomies, Italy (Network partner)
- **Reinhard Büscher**, Head of Unit, DG Enterprise and Industry D/2
- **Patrick Lambert**, Director, Executive Agency for Competitiveness and Innovation (EACI)

Parallel session 2: (Parallel room)

**“Priorities in RTD, environment and internal market and the role of the Enterprise and Industry DG”**

Chair: **Jean-Noël Durvy**, Director, DG Enterprise and Industry, Directorate D

- **Bernhard Friess**, Head of Unit, DG Internal Market and Services, Unit B/1
- **Bernd Reichert**, Head of Unit, DG Research, Unit T/4
- **Philip Owen**, Head of Unit, DG Environment, Unit E/4,
- **Peter Wolfmeyer**, Managing Director, ZENIT, Coordinator NRW Europe, Germany (Network partner)
- **Jean-François Aguinaga**, Head of Unit, DG Enterprise and Industry, Unit E/2

**16:00 Closing Session (Plenary room)**

Chair: **Françoise Le Bail**, Deputy Director-General and SME Envoy

- **Janez Potočnik**, Commissioner for Science and Research
- **Luc Van den Brande**, President, Committee of Regions (from February 2008)
- **Henri Malosse** President of the Employers' Group, European Economic and Social Committee

**17:00 End of Conference**