

SME SUMMIT

18 november 2010

HOW GREEN MAKES MONEY

European conference for entrepreneurs and key SME stakeholders.

TARGETS

Sensibilisation on the idea that 'green economy' contains a lot of business opportunities for SME's. 'Green' is not a threat, it's a challenge and opportunity for innovative and creative entrepreneurs.

Illustration of the innovative en economical strength of SMEs to the European decision makers.

THEMES

- **'Green economy': SMEs are making the difference**
SMEs are taking the lead in several niche markets, related to cleantech and 'green' innovation and technology.
- **'Green economy' and business opportunities for SMEs**
Best practices of SMEs and their growth due to an economical approach of 'green'.
- **'Green economy' as an opportunity to internationalisation**
Best practices of SMEs exporting their knowledge and products worldwide.

VENUE

Brussels Event Brewery - Brussels

SCHEDULE

10u30 Registration SBA review

11u00 **SBA review**

Key message is to show policymakers what SMEs are capable of once the right policies are there. In general we will deal with how the Small Business Act changed the business environment for Belgian SMEs.

Commissioner Antonio TAJANI – state of play SBA

Minister Sabine LARUELLE – How did Belgium translate the SBA?

Andrea BENASSI, secretary general UEAPME



13u00 **Registration & visit to ‘The Green Village’**

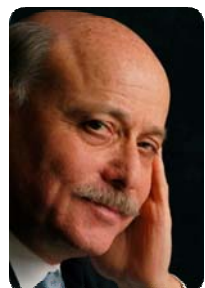


14u00 **Welcome – The importance of SMEs for the European economy**
Herman VAN ROMPUY, President of the European Council

14u10 Keynote speech - **Jeremy RIFKIN**

Economist, Advisor of the European Commission and lot of heads of state

The importance of ‘green economy’ and concrete business opportunities for SMEs



14u55 **Best Practice 1**
SMEs as a niche player

15u10 **Best Practice 2 & 3**
SMEs and economical growth due to eco-management

15u40 Keynote speech (TBD)

15u55 Break

16u25 Keynote speech - **Geert NOELS**
Economist

A new deal for SMEs: economical growth by focussing on green business models. Opportunities to internationalization.



17u00 **Best Practice 4 & 5**

A World full of chances: SMEs & internationalization



17u30

Panel discussion

18u20

Vincent VAN QUICKENBORNE,
Federal minister for entrepreneurship

18u30

Networking & walking diner

PARTICIPATION

Admission fee: € 40

Included:

- Congress publication 'How Green Makes Money'
- 'The Empathic Civilization' (Jeremy RIFKIN).
- Congress catering and walking diner

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