



GreenEcoNet Thematic Workshop

“Internationalisation of SMEs: Improving access to markets for green SMEs”

Brussels, 27 May 2015

Venue: CEPS, Place du Congrès 1, 1000 Brussels

The European Commission has recognised that the internationalization of SMEs is of key importance in boosting Europe’s competitiveness, economic growth, and innovation. However, as mentioned in the Green Action Plan for SMEs (EU Commission, 2014), only few SMEs provide their innovative green technologies, products, business models and services outside the EU. This GreenEcoNet Thematic Workshop will explore the lack of SME internationalisation and will focus on how green SMEs can better access international markets. The workshop will cover issues such as what are the main challenges faced by SMEs on international markets and how can policies help them integrate into global value chains. The event will feature a panel composed of experts from policy, research and business.

GreenEcoNet is a project financed by the European Commission, which brings businesses and academia together on an EU-wide platform to support small and medium enterprises (SMEs) in the transition to a green economy. This platform allows SMEs in Europe to connect to each other and to share their experiences, innovations and best practices. It thus aims to assist SMEs in optimally reaping the business opportunities of a green economy.

AGENDA²

13:30 - 14:00 Lunch & registration of participants

14:00 - 14:05 Welcome by **Martin Hirschnitz-Garbers**, Fellow - Coordinator of Resource Efficiency, Ecologic Institute

² As of 06 May 2015



14:05 - 14:10 Welcome by **Vincenzo Gente**, Project Officer, DG Research & Innovation, European Commission

14:10 - 14:25 **Chris Hopkins**, Project Officer, Green Economy Coalition (GEC) on how can GreenEcoNet contribute to the internationalisation of EU SMEs

14:25 - 14:40 Q & A Section

14:40 - 16:15 **Improving access to international markets for green SMEs**

- Why is internationalisation important for SMEs and how does it look like?
- How can policies assist green SMEs to enter global value chains?
- What are the main barriers faced by SMEs that are looking for opportunities beyond the national and EU markets?
- How can EU SMEs provide their green technologies and services markets outside the EU?

14:40 - 14:45 Introduction by the chair **Wytze van der Gaast**, Senior Expert, Joint Implementation Network (JIN)

14:45 - 14:55 **Eva Revilla**, Policy Officer, DG Grow, European Commission

14:55 - 15:05 **Guido Lena**, Director for Sustainable Development, UEAPME (The European Association of Craft, Small and Medium-sized Enterprises)

15:05 - 15:15 **Carine Van Hove**, Manager, Flanders Cleantech Association

15:15 - 15:25 **Arthur van Leeuwen**, Programme Coordinator, Netherlands Enterprise Agency

15:25 - 16:15 Discussion

16:15 - 16:20 Concluding remarks by the chair

This project has received funding from the European Union's Seventh Programme for Research, Technological Development and Demonstration under Grant Agreement No 603939

