

## “A Competitive Digital Market for SMEs”

Wednesday, 14 July 2010, 09.30h – 12.30h  
Hotel Renaissance, Rue du Parnasse 19, 1050 Brussels, Belgium

While EU Member States are starting to implement the new EU Telecoms Package and the new EU Digital Agenda is proposing Key Actions to unleash the potential of ICT, fostering investment in networks and ensuring SMEs can operate in a competitive environment to deliver innovative Internet business models will remain key challenges for European decision makers in order to complete the Digital Single Market.

After the Keynote Speech delivered by Vice-President Neelie Kroes on facilitating a competitive environment for SME's to develop future Internet business models, panellists will discuss how best to achieve these objectives by addressing the following questions:

- How do we ensure sufficient investment in high-speed broadband and reinforce the Single Market for Telecoms?
- How do we ensure SME's can compete across the entire Internet value chain and foster innovation and new business models for the future Internet?

### Draft programme:

#### 09.30 Registration & Welcome Coffee

#### 10.00 Opening by

**Bendt BENDTSEN MEP**, President of SME Circle, Member of Committee on Industry, Research and Energy

#### Keynote Speech:

**Neelie KROES**, European Commissioner for the Digital Agenda, Vice-President of the Commission

#### Panel Discussion, moderated by:

**Paul RÜBIG MEP**, SME Global President, Committee on Industry, Research and Energy

- **Malcolm HARBOUR MEP**, Chairman of the Committee on the Internal Market
- **Ann EVERARD**, Member of Cabinet, Belgian Minister of Telecommunications  
**VAN QUICKENBORNE**, EU Presidency
- **Andrea RENDA**, Senior Research Fellow, Centre for European Policy Studies
- **Achim KASPAR**, General Manager, Cisco Austria

**Closing Remarks: Pilar DEL CASTILLO VERA**, Rapporteur on the Digital Agenda, Member of the Committee on Industry, Research and Energy

[sme@sme-union.org](mailto:sme@sme-union.org), Fax: +32 2 230 92 18 or call +32 2 233 38-37

Project Manager: Cleopatra Rusu - Deaconu  
22, Rue de Pascale 1040 Brussels, Belgium

[www.sme-union.org](http://www.sme-union.org)

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