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The EEN at 15: showing the way forward for SMEs

Enterprise Europe Network
Annual Conference

Bilbao, Spain

15-17 November 2023



#EEN2023

#EENis15

WEDNESDAY, 15 NOVEMBER 2023

11:15 – 17:00	Registration		
11:45 – 12:30	Policy conclusions of the SME Assembly 2023 for interested EEN participants		
12:30 – 13:30	Welcome lunch		
13:30 – 15:00	Opening Plenary Session <i>Auditorium</i>		
15:00 – 15:30	Coffee break		
15:30 – 17:00	SINGLE MARKET & BEYOND	INNOVATION & START-UPS	SINGLE MARKET & BEYOND
	The Single Market at 30: where next and what role for the EEN?	Boost your Innovation: Maximizing EIC Business Acceleration Services and the EEN2EIC Project	Support Ukraine - how can the EEN Sector Groups help?
	<i>Panel discussion with SME Envoy</i>	<i>Panel discussion</i>	<i>Panel discussion</i>
	<i>Auditorium</i>	<i>Room 1</i>	<i>Luxua 2</i>
17:00	Transport by bus to the Cocktail reception		
18:00 – 21:30	Cocktail reception and Basque fest at Fronton Bizkaia Address: Luis de Castresana, 2 48003 Bilbao <i>Shuttles on way back.</i>		



THURSDAY, 16 NOVEMBER 2023

09:00 – 09:30	Welcome coffee			
09:30 – 10:30	INNOVATION & START-UPS	INDUSTRIAL TRANSITION	SINGLE MARKET & BEYOND	QUALITY & IMPACT
	The BIG Challenge: who are the boldest team of Scale-up Advisors on Earth?	Sustainability is everywhere Part I – Everything you need to know but never dared to ask	SME Voice: new approaches and tools for SME Feedback	Communication, Social Media and Success Story Creation LAB
	<i>Workshop (until 10.45)</i>	<i>Workshop</i>	<i>Panel discussion</i>	<i>Workshop</i>
	Auditorium	Room 1	Luxua 1	Luxua 2
10:30 – 11:15	Coffee break			
11:15 – 12:45	INDUSTRIAL TRANSITION	INDUSTRIAL TRANSITION	SINGLE MARKET & BEYOND	SINGLE MARKET & BEYOND
	What role for the EEN in upskilling and reskilling SMEs?	Sustainability is everywhere Part II – Solution sprint to raise the EEN's sustainability impact	What makes the difference when internationalising your business?	The use of Intellectual Property in the EEN Client Journey
	<i>Panel discussion</i>	<i>Workshop</i>	<i>Workshop</i>	<i>Panel discussion</i>
	Auditorium	Room 1	Luxua 1	Luxua 2
12:45 – 14:00	Lunch break			
14:00 – 15:30	INDUSTRIAL TRANSITION	INDUSTRIAL TRANSITION	SINGLE MARKET & BEYOND	QUALITY & IMPACT
	Using the new EEN Resilience services	SMEs in the energy transition – #EENCanHelp!	Opportunities for European green and digital technologies in East Asia	A dose of quality in your communication: the secret recipe of a successful Client Journey!
	<i>Panel discussion</i>	<i>Workshop</i>	<i>Panel discussion</i>	<i>Workshop</i>
	Auditorium	Room 1	Luxua 1	Luxua 2
15:30 – 16:15	Coffee break			
16:15 – 17:45	INDUSTRIAL TRANSITION	INNOVATION & START-UPS	QUALITY & IMPACT	QUALITY & IMPACT
	What does the Green Deal Industrial Plan mean for SMEs?	This is the SCALING way: how the Network supports companies from the start to the finish line	Match2Achieve: a methodology to achieve better partnering services	Ensuring a seamless Client Journey using the Hub & Spoke model
	<i>Panel discussion</i>	<i>Workshop</i>	<i>Workshop</i>	<i>Workshop</i>
	Auditorium	Room 1	Luxua 1	Luxua 2
19:00 – 23:30	Networking Dinner at San Mamés Stadium. <i>Shuttles on way back</i>			



FRIDAY, 17 NOVEMBER 2023

09:00 – 09:30	Welcome coffee			
09:30 – 11:00	INDUSTRIAL TRANSITION	INDUSTRIAL TRANSITION	INDUSTRIAL TRANSITION	QUALITY & IMPACT
	Working with Digital Innovation Hubs on the SME Digitalisation Journey	Strategic foresight: telling the future or creating resilient companies that innovate strategically	SMEs and Corporates: how to support the value chain from a financial perspective	EEN, EYE and Clusters Synergies
	<i>Panel discussion</i>	<i>Workshop</i>	<i>Panel discussion</i>	<i>Panel discussion</i>
	Auditorium	Room 1	Luxua 1	Luxua 2
11:00 – 11:30	Coffee break			
11:30 – 13:00	Closing Plenary Session Auditorium			

Note: Bilateral meetings take place from **Wednesday 15/11/2023 at 12:00 CET** to **Friday 17/11/2023 at 13:00 CET** (for onsite meetings) and 17:00 CET (for online meetings) in **Room 2-3**.

