The Great Potential
The Internet as the platform for the EU’s ICT entrepreneurship

Title - The Great Potential: the Internet as the platform for the EU’s ICT entrepreneurship

Date - 24 September, 2010 (09:30 - 10:30)

Duration - 2 hours

Organizers - UEAPME and PIN-SME. Powered by Google.

Place – Google’s Brussels Office - Chaussée D’Etterbeek 180, 1040 Brussels, Belgium

Objective
Event to highlight the enabling role of Internet in providing a platform for ICT entrepreneurship

Abstract
Greater profits, better efficiency, maximizing value. The benefit of ICT to the success of SMEs in an information era is undeniable. On September 24th, UEAPME and PIN-SME will organize an event at the Google's Brussels office to highlight the enabling role of the Internet as a platform for ICT SMEs. The event will bring together leading ICT entrepreneurs to present case studies on how they have succeeded in business by tapping into the potential of the Internet. It will show how growing Internet capacity has enabled ICT SMEs to provide tailored services across all sectors of the economy. It will explain how success factors have led to the ICT sector contributing to 50% of overall EU productivity growth.

DG Enterprise Director for the Promotion of SME competitiveness, Mrs Joanna Drake will contribute to the debate with the views of the European Commission on:

- How can ICT SMEs contribute to rebooting the European economy and competitiveness?
- What can the Commission do to help ICT SMEs to prosper and deliver more jobs for Europe?

Finally, the event will close with tips on how SMEs can launch an effective online campaign in 30mn.
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Agenda

09:00 – registration/coffee

09:30-9:35 -Welcome by Google Director, Simon Hampton

09:35 - Introductory Statement by UEAPME Secretary General, Andrea Benassi

09:40 – ICT entrepreneurship – a European policy perspective

- ICT SMEs and the reboot of the European economy, by Mrs. Joanna Drake, Director of the Directorate for Promotion of SME’s competitiveness, DG Enterprise, European Commission

09:55 – Internet & entrepreneurship: SMEs success stories

- Reinventing radio in social networks, by Daniele Cremonini, Speaker (Italy)
- The time tracking revolution, by Mario Breid, Troii (Austria)
- Online agro-trading, by Juan Martinez Climent, Agroterra (Spain)

10:15 – Business and policy: talking to rather than about, by PIN-SME President, Bruno Robine

10:30 – SME Mini-workshop : How to set up a global online campaign in half an hour, by Google

11:00- Close

\[1\] PIN-SME is an association formed in 2007 to represent the interests of Europe’s ICT SME sector. Currently ten national and regional associations are members, representing some 50,000 ICT SME companies that account for around 200 thousand jobs. PIN-SME aims to ensure that ICT SMEs get talked to rather than just talked about. It provides a voice for ICT SMEs in the policy and business arenas and is already represented in several EU expert groups and task forces.