

DRAFT AGENDA¹



LAUNCH OF THE

SME Policy Index for the Western Balkans and Turkey 2016

*Assessing the Implementation of the Small Business Act
for Europe*

28 April 2016

OECD Conference Centre, Paris



THE ORGANISATION FOR
ECONOMIC CO-OPERATION
AND DEVELOPMENT

The **OECD** is a unique forum where governments work together to address the economic, social and environmental challenges of globalisation. The Organisation provides a setting where governments can compare policy experience, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies. www.oecd.org

The **OECD South East Europe Regional Programme** was founded by the Stability Pact for South East Europe in 2000. It supports Albania, Bosnia and Herzegovina, Bulgaria, Croatia, the Former Yugoslav Republic of Macedonia, Kosovo*, Moldova, Montenegro, Romania, Serbia and Turkey (as the EU candidate country) in boosting economic growth, investment and employment through targeted reforms related to competitiveness. The work is structured around five main areas of expertise: Enhancing Competitiveness, Innovation Policies, SME Policy, Reduced Investment and Trade Barriers and Supported Industrial Policy.

The **launch of the SME Policy Index for the Western Balkans and Turkey 2016** is organised in co-operation with the European Commission, EBRD, ETF and SEECEL, will follow this pattern: 1) Interactive panel discussions on the policy areas that are most relevant for SMEs; 2) Sessions on innovation as an important driver of SME sector development, focusing both on policies that foster links between business, education and the public sector and on social innovation; and 3) The launch of the SME Policy Index Western Balkans and Turkey 2016 – *Assessing the Implementation of the Small Business Act for Europe*, with the purpose of presenting the findings of the Small Business Act for Europe (SBA) Assessment and discussing key developments and remaining challenges for the business environment, particularly for SMEs in the EU enlargement region.

WHAT ARE THE OBJECTIVES OF THE EVENT?

The event represents a distinguished occasion to participate in a high-level discussion on SME policy in the EU enlargement region, during which latest developments and outstanding challenges as identified in the SBA assessment will be debated with prominent EU officials, government officials from the Western Balkans and Turkey, OECD member countries as well as international partner organisations. In addition, this event will provide a forum for participants to discuss economic reforms under the broader prospects of the enlargement dialogue with the European Union.

WHAT ARE THE SBA ASSESSMENT AND THE SME POLICY INDEX?

The **SBA Assessment** monitors the progress in the implementation of the ten principles of the Small Business Act for Europe and measures convergence towards EU practices and standards.

The dedicated methodology – **the SME Policy Index** – was specifically developed by the partner organisations in 2006 in order to apply the SBA in EU pre-accession economies. The index identifies strengths and weaknesses in policy design, implementation, monitoring and evaluation; allows for comparison across countries; and measures convergence towards EU SME policy standards.

The purpose of the SBA Assessment is to improve SME policy-making in Partner Countries and to enhance the capacity of policy-makers, as well as to improve the business environment 'on the ground' and to foster entrepreneurship and competitiveness. It aims to support governments in setting targets for SME policy developments and strategic priorities to further improve their business environments. It also engages governments in policy dialogue and facilitates the exchange of experiences within the region and with the partner organisations.

Conference contacts

Ms Anita Richter
Project Manager
Tel: +33 1 45 24 75 89
Email: anita.richter@oecd.org

Ms Marie Carr
Assistant
Tel: +33 1 45 24 90 15
Email: marie.carr@oecd.org
[#smepe](https://twitter.com/smepe)

* This designation is without prejudice to positions on status, and is in line with United Nations Security Council Resolution 1244/99 and the Advisory Opinion of the International Court of Justice on Kosovo's declaration of independence.

Launch of the SME Policy Index for the Western Balkans and Turkey 2016

Assessing the Implementation of the Small Business Act for Europe

OVERVIEW

28 April 2016

GOOD PRACTICES IN SME POLICY

9:00-12:30
CC 15

- CREATING A BETTER BUSINESS ENVIRONMENT AND ENHANCING ACCESS TO FINANCE FOR SMEs
- ENHANCING ENTREPRENEURIAL SKILLS TO BETTER INTEGRATE SMEs IN THE GLOBAL MARKET

NETWORKING LUNCH - Roger Ockrent room, OECD Château de la Muette, 12:30-13:30

HIGH-GROWTH SMES

13:30-14:45
CC 15

- SMART ENTREPRENEURSHIP AND POLICIES FOR HIGH GROWTH

COFFEE BREAK, 14:45-15:00

LAUNCH OF THE SME POLICY INDEX

15:00-18:00
CC 15

- KEY FINDINGS OF THE SME POLICY INDEX FOR THE WESTERN BALKANS AND TURKEY 2016
- POTENTIAL AVENUES FOR ADVANCING SME POLICY DEVELOPMENT

VIP COCKTAIL RECEPTION
HOSTED BY THE OECD DEPUTY SECRETARY-GENERAL, MR DOUGLAS FRANTZ
– George Marshall room, OECD Château de la Muette, 18:00-19:30

GOOD PRACTICES IN SME POLICY: PANEL DISCUSSIONS

9:00-12:30 – CC 15

Objective *SME experts, policy makers and entrepreneurs will discuss the main challenges, developments and good practice examples from new EU member states and EU enlargement economies in specific areas relevant to SME growth.*

09:00-9:15 OPENING

Ms. Marzena Kisielewska, Head of South East Europe Division, OECD Global Relations Secretariat

9:15-10:45 Policy Session 1: Creating a favourable business environment and enhancing access to finance for SMEs

Moderator **Prof. Salvatore Zecchini**, Chair of the WPSMEE Informal Steering Group on SME and Entrepreneurship Financing

Panellists **Mr. Mario Turalija**, Deputy Minister, Ministry of Entrepreneurship and Crafts, Croatia - *Policies conducive to accessing financing for SMEs*

Ms. Kristin Schreiber, Director, COSME Programme, DG GROW, European Commission - *EU financial instruments available for SMEs from the EU enlargement region*

Ms. Charlotte Ruhe, Director, SME Finance and Development, European Bank for Reconstruction and Development - *SME financing in the EU enlargement region*

Mr. Baybars Altuntas, President, Business Angel Association, Turkey and Entrepreneur - *Investment market for entrepreneurs and SMEs*

Discussion with the audience

10:45-11:00 COFFEE BREAK

11:00-12:30 Policy Session 2: Enhancing entrepreneurial skills and innovation capabilities to better integrate SMEs in the global market

Moderator **Prof. Salvatore Zecchini**, Chair of the WPSMEE Informal Steering Group on SME and Entrepreneurship Financing

Panellists **Prof. Jay Mitra**, Business Enterprise and Innovation, University of Essex - *Factors affecting SME growth and policy options for SME internationalisation*

Ms. Julia Micevska, Head of Commerce, MAdiGroup, and Entrepreneur - *Business obstacles, development and expansion: experience from the EU enlargement region*

Ms. Zuzana Nehajova, Director-General, Digital Economy, Innovation and SMEs Directorate, Ministry of Economy, Slovak Republic - *Effective policies supporting SMEs' access to global markets*

Mr. Giacomo Mattino, Head of Unit, Enterprise Europe Network and Internationalisation of SMEs, DG GROW, European Commission - *Opportunities for SMEs deriving from the Enterprise Europe Network*

Discussion with the audience

12:30-13:30 NETWORKING LUNCH - Roger Ockrent room, OECD Château de la Muette

PROMOTING INNOVATION POLICIES FOR HIGH-GROWTH SMEs

13:30-14:45 – CC 15

Background *The Enterprise Development and Innovation Facility (EDIF) aims to improve access to finance for SMEs, enhance the regulatory framework for innovative and high-potential SMEs and stimulate the build-up of the venture capital ecosystem in South East Europe. This event is developed within the EDIF framework which emphasises the importance of synergies between academia, industry and local government.*



13:30-14:30 SMART ENTREPRENEURSHIP AND POLICIES TRANSLATING TO HIGH GROWTH AND INNOVATIVE SMES

Objective *The objective of the session is to explore the policies that can support creation and development of high-growth and innovative SMEs. The session will present recent work of the OECD working in the region, but also more generally the recent advancements at the EU level.*

Moderator **Mr. Mario Cervantes**, Senior Economist, Science and Technology Policy Division, Organisation for Economic Co-operation and Development

Panellists **Mr. Valent Turkovic**, OsijekWireless, Winner of the competition promoting social innovation in Croatia - *The innovative mobile hotspot "Open Wi-Fi network for refugees"*

Mr. Marco Marchese, Economist, CFE/SME, OECD - *Presentation of a recent study on the high-growth SMEs*

Ms. Katarina Obradovic Jovanovic, Assistant Minister, Ministry of Economy, Republic of Serbia - *Successful examples of policies implemented in Serbia*

Mr. Alan Paic, Head of the OECD Investment Compact, South East Europe Division, Global Relations Secretariat, OECD - *Policy Frameworks promoting collaboration between business-academia-government and civil society*

14:30-14:45 Q&A and Open Discussion

14:45-15:00 COFFEE BREAK

LAUNCH OF THE SME POLICY INDEX: Western Balkans and Turkey 2016

Assessing the Implementation of the Small Business Act for Europe

15:00-18:00 – CC 15

Moderator **Ms. Marzena Kisielewska**, Head of South East Europe Division, OECD Global Relations Secretariat

Objective *The launch event is organised in co-operation with the European Commission, the European Bank for Reconstruction and Development, European Training Foundation and South East European Centre for Entrepreneurial Learning with the purpose to present the findings of the Small Business Act for Europe Assessment and discuss key developments and remaining challenges for the business environment, particularly for SMEs, in the EU enlargement region.*



15:00-15:30 OPENING

Mr. Douglas Frantz, Deputy Secretary-General, Organisation for Economic Co-operation and Development

Mr. Eric Mamer, Director, Competitiveness and European Semester, DG GROW, European Commission

Ms. Sabina Kolesa, Director-General, Directorate for Entrepreneurship, Competitiveness and technology, Ministry of Economy, Slovenia

15:30-16:15 INTRODUCTORY REMARKS

Ms. Marzena Kisielewska, Head of South East Europe Division, OECD Global Relations Secretariat

Mr. Christos Kyriatzis, Deputy Head of Unit, International Affairs, DG GROW, European Commission

Ms. Charlotte Ruhe, Director, SME Finance and Development, European Bank for Reconstruction and Development

Mr. Xavier Matheu de Cortada, Head of Thematic Policy Unit, Operations Department, European Training Foundation

Ms. Efka Heder, Director, South East European Centre for Entrepreneurial Learning

16:15-16:45 KEY FINDINGS OF THE PUBLICATION

Ms. Anita Richter, Project Manager, OECD South East Europe Division

Ms. Sandra Hannig, Policy Analyst, OECD South East Europe Division

16:45-17:45 TOUR DE TABLE**Comments from EU enlargement economies:**

- *Views on the key findings and ways forward of the report*
- *Information about reform priorities to further improve the business environment for SMEs and support entrepreneurship*
- *Suggestions how to better tailor the SBA assessment to address emerging needs and priorities*

Comments from OECD and EU member countries:

- *Good practices in addressing challenges of the SME sector*
- *Views on the role of the member countries in the SBA assessment and regional dialogue on SME policy*

17:45-18:00 CONCLUDING REMARKS BY THE CHAIR AND CLOSING REMARKS

H.E. Mr. Iztok Jarc, Ambassador, Permanent Representative of Slovenia to the Organisation for Economic Co-operation and Development

Ms. Kristin Schreiber, Director, COSME Programme, DG GROW, European Commission

18:00-19:30 VIP COCKTAIL RECEPTION

HOSTED BY THE OECD DEPUTY SECRETARY-GENERAL, MR DOUGLAS FRANTZ
George Marshall room, OECD Château de la Muette

