



Fostering SMEs' growth through digital transformation

Programme

Version 26 June 2015

Thursday, 2nd July 2015

09:15 – 10:15 Registration and Welcome Coffee

10:15 - 10:30 Welcome Address

Welcome by Antti Peltomaki, Deputy Director-General, DG Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Antti Peltomaki, will introduce the conference by presenting the Commission's 'on-going and future policies to support the smart use of ICT for Digital transformation and drive competitiveness, innovation and growth across Europe.

10:30 - 11:00 How does digital transformation drive your business to success?

Christian Reinaudo, CEO of AGFA GEVAERT, Belgium

In less than 5 years, Christian Reinaudo, as CEO of Agfa Gevaert, has transformed a traditional chemical industry firm into the health care global champion for ICT solutions for healthcare provider, clinics and hospitals. This success story is a strong evidence that Europe can perform the digital transformation challenges and make it a strategic driver to take the lead on manufacturing products and services.

11:00 - 11:20 Coffee Break

11:20 - 12:50 **First panel session: How can the best public policy practices and market needs be matched for smart use of ICT for SME digital transformation?**

European Policy makers at EU, national and regional level will debate with corporate leaders on how to use DG Internal Market, Industry, Entrepreneurship and SMEs initiative results to foster the deployment of interoperable ICT solutions among industries along the whole value chains for all sectors.

Experts:

- **Marco Pino**, Competence Centre Smart and Sustainable Growth, DG Regional and Urban Policy, European Commission
- **Aurélie Gracia**, Cheffe du bureau des usages du numérique, Direction générale des Entreprises (DGE), France
- **Guy Le Roux**, Big Data Solutions Architect, ATOS, France
- **Jean-Jacques Le Delliou**, Founding partner, Predell, France
- **Andrzej Jarzewski**, Expert of Electronic Economy Department, Ministry of Economy, Poland

Moderated by Cathy Smith, Director, Speak-Easy Communications, and **Patrice Lefeu**, Executive Director, Ernst & Young

The first panel session will point out how public policies can better support existing and future ICT solutions large scale deployment to perform the market needs and accelerate industry value chain digital transformation. The top ICT providers for digital transformation will share experiences and will make recommendations in that perspective.



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12:50 – 14:00

Networking lunch

14:00 - 15:30

Second panel session: **Five entrepreneurs will bring a statement: Smart use of ICT: What are the benefits?**

In the following sectors:

Construction

Aart van der Vlist, architect, VDVZ Architekten B.V., The Netherlands

Textile and fashion

Gianluca Mei, Co-Founder, Neronote, Italy

Tourism

Iva Bahunek, CEO of the hotel association in Croatia

Agro-food

Gil Gonçalves, CEO of Inovamais, Portugal

Transport & Logistics

Uwe Arnold, Managing Director, AHP KG, Germany

Q&A with the room

The second panel will offer the audience a unique opportunity to take benefit of experiences developed under the five pilot sectors and the ICT solutions experimented and to understand the economic and technical value for money generated.

*Moderated by **Cathy Smith**, Director, Speak-Easy Communications and **Patrice Lefeu**, Executive Director, Ernst & Young*



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15:30 – 16:30

Third panel session: Europe's Digital Future -The second wave of advanced digital technologies and the European Digital Single Market

Iordana Eleftheriadou, Policy Coordinator for the Digital Transformation of Industry and Enterprises, DG Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Experts:

- **David Naim**, Partner at Ernst & Young, France
- **Guy Le Roux**, Big Data Solutions Architect, ATOS, France
- **Martin Canning**, Group Vice-President, European Consulting, IDC

Digital technologies have fundamentally changed the way we live, work, communicate and play, and on the way we do business. The idea is to draw up the new opportunities and challenges of the digital transformation phenomena for European industry with as key experts the Commission and strategic Consulting firms specialized in big data, cloud computing and digital transformation

*Moderated by **Cathy Smith**, Director, Speak-Easy Communications, and **Patrice Lefeu**, Executive Director, Ernst & Young*

16:30 – 18:00

Conclusion & Cocktail

Conclusion by Kirsi Ekroth-Manssila, Head of Unit Key Enabling Technologies, Digital Manufacturing and Interoperability, DG Internal Market, Industry, Entrepreneurship and SMEs, European Commission

*The audience will have the great opportunity to get practical information and DG Internal Market, Industry, Entrepreneurship and SMEs and DG Regional and Urban Policy's experts advices from at the **European Commission help desk** about the most relevant financial instruments leveraging to digital transformation.*