

## Mastering the digital transformation of business support

Brussels, Belgium

Transforma Brussels, transforma Evere, Avenue Jules Bordet 13, 1140 Brussels

27. November 2019

<b>AGENDA</b>	
<i>8h45</i>	<b>Registration (welcome coffee)</b>
<i>09h10 – 09h30</i>	<p><b>Welcome &amp; Introduction</b></p> <p>Objectives of the day and overview of the Policy Learning Platform services <i>Elena Ferrario, Interreg Europe Policy Learning Platform</i></p> <p><b>Digitalisation of SMEs support - Setting the scene in Interreg Europe</b></p> <p><i>Ilaria Ramaglioni, Joint Secretariat of Interreg Europe</i></p> <p><i>Rene Tönnesson &amp; Luc Schmerber, Interreg Europe Policy Learning Platform Thematic Experts – SME competitiveness</i></p>
<i>09h30 – 10h30</i>	<p><b>Digitalisation of SME support services: international state of the art</b></p> <p>Keynote presentations (15-20 minutes each), followed by a moderated discussion</p> <p>The EU perspective: the EC eGovernment Action Plan – focus on interaction with businesses. <i>Alma Joy Ridderhof, DG Communications Networks, Content and Technology (CONNECT)</i></p> <p>Good Practice from Estonia (tbc)</p>
<i>10h30 – 11h00</i>	<b>Coffee break</b>
<i>11h00 – 11h30</i>	<p><b>Interactive introduction for participants</b></p> <p><i>Rene Tönnesson &amp; Luc Schmerber</i></p>
<i>11h30 – 12h30</i>	<p><b>Digital transformation of the business support system: useful practical examples</b></p> <p>Good practice pitching (<i>upon confirmation of the speakers and feedback from a poll with participants</i>)</p> <p>Potential topics and good practices are:</p> <ul style="list-style-type: none"> <li>▪ <b>Efficient business administration</b> <b>One Stop Shop for Productive Activities (SUAP)</b> (<i>Florence, Italy, PURE COSMOS</i>)</li> <li>▪ <b>Online management of funding applications and grants/loans</b> <b>On-line grant schemes</b> (<i>Liguria Region, Italy, PURE COSMOS</i>)</li> <li>▪ <b>Efficient access to business support</b> <b>Digital tool for Start-ups "My Business"</b> (<i>Møre and Romsdal County Council, Norway, OSS</i>)</li> <li>▪ <b>Efficient business support delivery</b></li> </ul>

	<p><b>Online portal for SMEs – Checklist for SMEs on internationalization readiness</b> (Maribor Development Agency, Slovenia, INTRA)</p> <p><i>Moderation: Rene Tönnisson, Luc Schmerber</i></p>
<i>12h30 – 13h30</i>	<b>Networking Lunch</b>
<i>13h30 – 15h30</i>	<p><b>Digital transformation of the business support system: interaction with peers</b></p> <p><i>The aim of this session is to provide participants with an opportunity for concrete exchange on their challenges, approaches and practices by fostering interaction.</i></p> <p><i>We expect to build up to three groups. Discussion will be moderated in a world café style. For each of the thematic groups, guiding questions to be addressed will be prepared beforehand.</i></p> <p><i>Selected topics are:</i></p> <ul style="list-style-type: none"> <li>▪ <b>Efficient business administration</b></li> <li>▪ <b>Efficient access to business support</b></li> <li>▪ <b>Efficient business support delivery</b></li> </ul> <p><i>Moderation: Rene Tönnisson, Luc Schmerber, Elena Ferrario / Thorsten Kohlisch</i></p>
<i>15h30 – 16h00</i>	<b>Coffee break</b>
<i>16h00 – 16h30</i>	<p><b>Wrap-up</b></p> <ul style="list-style-type: none"> <li>▪ Reporting back from the interactive session</li> <li>▪ Thematic conclusions</li> <li>▪ Next steps: learning bag, possible follow-up</li> </ul> <p><i>Rene Tönnisson, Luc Schmerber</i></p>
<i>16h30</i>	<b>End of the workshop</b>