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February 2021



Dear subscriber,

**The EU Industry Days**, the annual celebration that analyses industrial challenges and business opportunities in the European Union, **will take place this year from February 23<sup>rd</sup> to February 26<sup>th</sup>**. This event serves as the main platform to discuss industrial challenges and co-develop opportunities and policy responses in an inclusive dialogue with a wide range of partners. It also helps to ensure that policies at European, national, regional and local levels work together to enable European industry to deliver jobs, growth and innovation in Europe. There are many challenges that SMEs have faced since the Covid-19 pandemic began. This has led to a reformulation of the industrial strategy in order to confront a global pandemic and adapting to a new reality. In the middle of this complex situation, the Interreg Program continues to promote innovation and support competitiveness to increase company growth and create a culture of collaboration.

As such, within the framework of this celebration and in line with the objectives of the Interreg programme, the **Interreg Scale Up** project has convened a session entitled **Scaling Up SMEs in the midst of Corona** that will be held on **February 24<sup>th</sup> from 10:00 a.m. to 11:30 a.m. (CET)**.

During the session different guests and panellists will discuss **how various projects and organisations support the concentration and robustness of SMEs during the pandemic and how SMEs are scaling up from different but holistic perspectives**. We will also analyse how Interreg participates in the monitoring and implementation of the New Industrial Strategy for Europe and the shaping of the update of the Strategy foreseen in the 2021 European Commission work program. An exposition about good practices, potentially transferable to regional SMEs, will also take place. These practices can improve the entrepreneurial mindset and size of a business as well as help SMEs innovate, scale-up and create more employment.

For these reasons, we highly encourage you to participate in this session where you will know more about the new industrial strategy in the post-Covid economy, and the challenges of European industrial ecosystems related to EU competitiveness.

Join the international community of territorial development specialists through this event next **February 24 from 10:00 a.m. to 11:30 a.m. (CET)**.

To view the full event agenda and register to the event, please [click here](#).

\*This not the usual edition of the Scale Up newsletter but because we know that the topic of scaling up SMEs is a common interest for all of us, we wanted to keep you updated of this event. Through it, you will get to delve into and learn more about this topic in the context of "EU competitiveness in the changing global competitive landscape", one of the themes of the EU Industry days.



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