



Shared Value Business and the role of SMEs in EU-African International Cooperation

Draft agenda

Thursday, March 21st 2019

h 13:00 – 20:00

EU-African SME Conference

Small and Medium-Sized Enterprises cooperate for Shared Value Business in Africa and Europe

Venue: **EU-Committee of the Regions (CoR), Rue Beillard 99-101, 1040 Brussels - Room JDE 52**

- h 13:00 Entrance formalities, registration of the participants and welcome coffee
- h 14:15 Welcoming by **Mr. Markku Markkula**, First Vice-President of the European Committee of the Regions
- h 14:30 Opening Words by **Prof. Dr. h. c. Mario Ohoven** – President of European Entrepreneurs CEA-PME and of Bundesverband Mittelständische Wirtschaft e.V. (BVMW/D)
- h 14:50 Keynote: **Mr. Youssef Moussa Dawaleh**, President of the Pan-African Chamber of Commerce and Industry (PACCI)
- h 15:10 Keynote: **Mr. Jean-Claude Tchatchouang**, Executive Director at the World Bank Group, representing 23 African States
- h 15:30 Keynote: **Mr. Jyrki Katainen**, Vice-President of the European Commission, in charge of Jobs, Growth, Investment and Competitiveness
- h 15:45 **High-Level Panel: SMEs as protagonists of development cooperation – another story?**
- **Mr. Koen Doens**, Deputy Director-General of DG DEVCO
 - **Mr. Kebour Ghenna Desta**, Executive Director of the Pan-African Chamber of Commerce and Industry (PACCI)
 - **Dr. Diomandé Moussa**, Vice-President of the SME Federation of Ivory Coast FIPME
 - **Prof. Dr. Maurizio Casasco**, President of CONFAPI (I) and Vice-President of European Entrepreneurs CEA-PME
 - **Mrs. Meike van Ginneken**, CEO of SNV Netherlands Development
 - **Mr. Sergio Arzeni**, President of INSME the International Network for SMEs, former Director OECD Centre for Entrepreneurship, SMEs and Local Development
 - **Mr. Gunther Beger**, Director-general for policy issues, economy, trade and rural development at the German Federal Ministry for Development and Cooperation BMZ





Moderator: Ms. Bienvenue Angui, Co-Head of BVMW Foreign Trade Office, Coordinator “Le Mittelstand” and Managing Director German-African SME Alliance by BVMW

h 16:45

Coffee break

h 17:00

The European-African SME Alliance: Signature of the Memorandum of Understanding between European Entrepreneurs CEA-PME, PACCI, FIPME, BVMW, CONFAPI, AFDEE, ESBA, EVBB and YES for Europe, introduced by

- **Mr. Patrick Meinhardt**, Second Secretary General of the German-African Mittelstand Alliance, Board Member of European Entrepreneurs CEA-PME and Director Public Policy, European Affairs and Foreign Trade of BVMW e.V. (D), and short statements by

- **Mr. Patrick Gibbels**, Secretary General of ESBA

- **Mr. Thiemo Fojkar**, President of EVBB and Internationaler Bund IB (D) (*tbc*)

- **Mr. Ben Knoefler**, President of YES for Europe, Co-chair Young Mittelstand-BVMW

h 17:30

Stakeholder Panel: An “SME-Instrument for development” for shared value business

- **Mrs. Carla Montesi**, Director DG DEVCO, Directorate C – Planet and Prosperity

- **Mrs. Sévérine Varet**, Vice-President of AFDEE (F), owner of Atout Export

- **Mr. Daniel David**, CEO FUNDASO - Fundação Soico (Grupo SOICO, Moçambique)

- **Mrs. Cécile Kashetu Kyenge**, MEP PD (I)/S&D, Vice-Chair Delegation to the ACP-EU Joint Parliamentary Assembly, Member of DEV & LIBE Committees and the EP-Delegation for the relations with the Pan-African Parliament (*tbc*)

- **Dr. Stephan Gehrold**, MEP CDU (D)/EPP, Member of DEV, ECON & TRAN Committees, the EP-Delegation to the ACP-EU Joint Parliamentary Assembly, and the Delegation for relations with the Pan-African Parliament

- **Mr. Thomas Rolf**, Private Sector Cooperation - Economic and Social Development, GIZ German Society for International Cooperation

- **Mr. Eelco Baan**, Global Value Chain Coordinator at SNV Netherlands Development Organisation

Moderator: Prof. Dr. Horst Fischer (Univ. Leiden & Univ. Columbia)

h 18:30

Discussion with the participants

h 18:50

Closing remarks by Mr. Stefan Moritz, Managing Director of European Entrepreneurs CEA-PME

h 19:00

Networking aperitif in the Foyer in front of room JDE 52 of the CoR

h 19:45

End of the EU-African SME Conference

Working language is English. We will offer simultaneous interpretation for French and German.