About INSME

The International Network for Small and Medium Enterprises – INSME is a legally recognized and not-for-profit Association established in 2004 under the aegis of the Italian Ministry of Economic Development and working under the auspices of the OECD.

Its aim is to strengthen international cooperation, exchange of know-how, best practice approaches and expertise in innovation and entrepreneurship among economic players and intermediaries worldwide.

The Association gathers innovation, SMEs and entrepreneurship stakeholders including governmental bodies, international organizations, NGOs, business support organizations, chambers of commerce, universities and research centres, actors both from public and private sectors.

As of 2018, INSME can count on the support of 66 members from 31 different countries of which 12 governmental bodies, 19 International Organisations, 6 International NGOs and representatives of 29 networks and intermediaries.

Conference Theme

Europe is slowly recovering, but the way-out from the crisis is not completely clear, to ensure that the recovery takes hold and to maintain the EU’s growth potential in the long-run a new stream of innovations is required. Here, SMEs are key players, new and small firms are the driving force behind the sort of radical innovations that are important for economic growth, since they can work outside of dominant paradigms, exploit commercial opportunities and accelerate technological change (COM, 2008; OECD, 2010). SMEs also contribute to value creation by adopting innovation generated elsewhere and by supplying new or niche products which respond to diverse customer needs.

ICT and digitalization will be the back-bone of economic growth. Digitalisation facilitates the emergence of “born global” companies (Eurofound, 2012) and provides new opportunities for SMEs to enhance their competitiveness in local and global markets, through product or service innovation and improved production processes (OECD, 2017).

The fourth industrial revolution – characterized by smart and connected machines and systems, ubiquitous and mobile internet, big data, internet of things, artificial intelligence, robotics, autonomous vehicles, new materials, etc. – will have a monumental impact on the global economy, affecting GDP, investment, consumption, employment, trade, inflation, etc. (Schwab, 2016).

Scope

The INSME Annual Conference aims:

- To understand SMEs’ key challenges in taking the most from Industry 4.0
- To characterize the business ecosystem needed to support the technological change
- To identify opportunities coming from emerging technologies and markets
Session I – Boosting the Innovation Ecosystem for Industry 4.0

Industry 4.0 is radically changing our economies, jobs and the societies we live in. It is going to be disruptive and will bring challenges as well as opportunities that have to find a fertile ground for incubation and further development.

The engagement and contribution of all the stakeholders is the key to adopt measures and promote solutions for the creation of an innovation ecosystem where Industry 4.0 could inject new nourishment to competitiveness and stimulate growth on a global scale.

This session will analyse the elements that could contribute to the creation of a renewed Innovation Ecosystem enabling the full exploitation of the opportunities brought by Industry 4.0.

Panelists will discuss the following issues:

- Which policies and measures could be proposed by policy makers to face the challenges posed by Industry 4.0?
- How to encourage collaboration mechanisms and synergies among multiple actors in the era of Industry 4.0?
- How can a successful university-industry-government collaboration maximize the impact of Industry 4.0?

Session II – The international outlook of Industry 4.0: born global companies, reshoring, sustainable manufacturing, etc.

Technological breakthroughs are changing the characteristics of globalization. Industry 4.0 is making the connections among people, machines, components and logistic systems as easy as never before. On the one hand, these networked production processes are contributing to a more efficient and flexible manufacturing system, on the other they are influencing the way in which companies compete.

While a significant physical presence around the globe is not necessary anymore, the possibility to leverage resources easily worldwide is leading the born global phenomenon beyond technology companies, normally more prone to this effect.

Businesses acting in diverse fields are now equally exposed to international competition as soon as they enter the market. Furthermore, the adoption of new technologies into the manufacturing and production processes remains fundamental to stay one step ahead of the competition, enhance performance and achieve sustainability.

Panelists will discuss the following issues:

- How is Industry 4.0 influencing companies’ behavior worldwide?
- What are the best practices to be highlighted with regard to the introduction of new technologies into the production processes of companies?
- Which policies and/or supporting measures could be adopted to address sustainability?

Session III – How emerging technologies and new business models are reshaping organizations, industries and markets

The digital wave is transforming the competitive scene and to keep competitors at bay, companies will have to be increasingly concentrated on the evolving market’s needs and oriented towards value creation for end-users. As a consequence, disruptive business models are emerging and are devoted to generate value by increasing
customers’ involvement, interaction and access to data. Digital platform solutions or data-driven services are enabling companies to refine products and adapt them to consumers’ specifications. In this environment, the implications in terms of digital transformation, its management and design of strategic alliances for SMEs are important.

Panelists will discuss the following issues:

- What are the key aspects of the emerging business models and the essential elements for their success?
- Which are the talents needed inside a company to start the digital re-structuring of the organization?
- How to handle the establishment of strategic alliances for the creation of effective business models?

Session IV – The role of open innovation as a driver for Industry 4.0

According to the most recognized definition Open Innovation is the “use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively.” (Henry Chesbrough, Open Innovation: Researching a New Paradigm, 2006). Innovation is implemented through a new idea of connectivity among providers and customers produced by Industry 4.0 as well as productive processes reshaped by the adoption of new digital solutions. While Open Innovation has a positive impact on business performances, it also entails a series of challenges, mostly related to intellectual property. It is indeed crucial to deal with the protection of data and intellectual property that are threatened by this flow of information by taking into account the need to draw regulations that could bring benefits to all parties involved. The session will analyse challenges and opportunities of the Open Innovation approach.

Panelists will discuss the following issues:

- Dos and don’ts in the adoption of the Open Innovation approach from SMEs perspective
- How could the threatens to IP protection be successfully overcome without impeding to fully access open innovation?
- In which fields are companies called to intervene to embrace Industry 4.0 transformation and remain competitive on a global scale?
CONFERENCE AGENDA 17 MAY 2018

MORNING

10:00 – 10:30 Opening Remarks
- Elisabetta Gardini
  Member, European Parliament, Italy
- Sergio Arzeni
  President, International Network for SMEs - INSME, Italy

10:30 – 11:00 Empowering the digital economy
- Gregory Bird
  Deputy Secretary General, Global Coalition for Efficient Logistics - GCEL, Switzerland

11:00 – 12:00 Session I – Boosting the Innovation Ecosystem for Industry 4.0
Chairman:
- Giles Merritt
  Founder and Chairman, Friends of Europe, Belgium
Panelists:
- Pat Breen *
  Minister for Trade, Employment, Business, EU Digital Single Market and Data Protection, Ireland
- Alejandro González Hernández
  Chair, OECD WPSMEE and Director, The Institute of the Entrepreneur - INADEM, Mexico
- Captain Samuel Salloum
  Co-Chairman, Global Coalition for Efficient Logistics - GCEL, Switzerland
- Datuk Hafsah Hashim
  CEO, SME Corporation, Malaysia

Discussion with the floor

AFTERNOON

12:00 – 14:00 Lunch break and networking

14:00 – 15:00 Session II – The international outlook of Industry 4.0: born global companies, reshoring, sustainable manufacturing, etc.
Chairman:
- Jaime Del Castillo
  President, Información y Desarrollo - INFYDE, Spain
Panelists:
- Patrick Meinhardt
  Head of Politics, Der Mittelstand - BVMW, Germany
  Executive Board Member, European Entrepreneurs
- Christian Dubarry
  Head of European Affairs, BPI France, France
- Carlo Nicolais
  Director, Institutional Relations & Communication, Maire Tecnimont, Italy
Giacomo Mattinò  
Head of Unit, Enterprise Europe Network and SMEs internationalization, European Commission, Belgium

Nosipho Khonkwe  
Executive Manager, Small Enterprise Development Agency - SEDA, South Africa

Discussion with the floor

15:00 – 16:00  
Session III – How emerging technologies and new business models are reshaping organizations, industries and markets

Chairman:

Raimund Bröchler  
Senior Research & Innovation Manager, INTRASOFT International, Luxembourg

Panelists:

Nadine Levratto  
CNRS Research Professor, Université Paris Nanterre, EconomiX, France

Philippe Vanrie  
Head of Secretariat, Eureka Network, Belgium

Giuseppe Perrone  
Senior Manager, EY, Italy

Discussion with the floor

16:00 – 17:00  
Session IV – The role of open innovation as a driver for Industry 4.0

Chairman:

Andrea Di Anselmo  
Vice-President and Founding Member, META Group Srl, Italy

Panelists:

Jay Mitra  
Director, Centre for Innovation and Entrepreneurship, Essex University Business School, United Kingdom

Cristina Vit  
R&D and Operations Manager, Eidon Lab, Italy

Su-Hyun Berg  
Senior Advisor, Korean SMEs Renewable Energy, South Korea

Chris Decubber  
Technical Director, European Factories of the Future Research Association - EFFRA, Belgium

Discussion with the floor

17:00 – 18:00  
Conclusions

Rapporteurs will present their conclusions

19:00 – 22:00  
Gala dinner

Brasserie Leopold - Rue du Luxembourg, 35
## INSME GENERAL ASSEMBLY

### MORNING

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<td>9:00 – 9:15</td>
<td>Welcome Coffee</td>
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<td>9:15 – 10:15</td>
<td>General Assembly</td>
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**Chairman:**
- Giovanni Zazzerini
  Secretary General, International Network for SMEs - INSME, Italy
  - Updates from members of the INSME Association
  - Approval of the INSME Financial Statement 2017
  - Approval of the 2018 INSME Association budget

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<td>Exchange of best practices</td>
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**Chairman:**
- Abdullah Al Jufaili
  General Manager, SHARAKAH - Fund for Development of Youth Projects, Sultanate of Oman
- Martin Ruppert
  Managing Director, IMProve - European Innovation Management Academy, Germany
- Roberto Santolamazza
  General Director, T²i technology transfer and innovation, Italy

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<td>10:45 – 13:00</td>
<td>Partnership building</td>
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**Chairman:**
- Massimo Deandreis
  General Manager, S.R.M. Economic Research Center related to Intesa Sanpaolo Group, Italy

European organisations pitch collaboration opportunities:
- Despina Anastasopoulos
  Research & Innovation Manager, INTRASOF International, Greece
- Roland Benedikter
  Co-Head, Eurac Research Center for Advanced Studies, Italy
- Javier Echarri
  CEO, European Business & Innovation Centres Network - EBN, Belgium
- Mike Freitag *
  Fraunhofer Institute for Industrial Engineering IAO, Belgium
- Candace Johnson
  President, European Business Angels Network - EBAN, Belgium
- Maryse Louis
  General Manager, Euro-Mediterranean Forum of Institutes of Economic Sciences - FEMISE, France
- Zoé Luçon
  Director Key Partnerships, ANIMA Investment Network, France
- Esteban Pelayo
  Executive Manager, European Association of Development Agencies - EURADA, Belgium
EUREKA INFORMATION SESSION 18 MAY 2018

AFTERNOON

14:00 – 14:15 Welcome and introduction
   • Philippe Vanrie
     Head of Secretariat, EUREKA Network, Belgium

14:15 – 14:30 Globalstars - EUREKA International Cooperation
   • Niki Naska
     Head of Public Affairs, EUREKA Network, Belgium

14:30 – 14:45 EUREKA Cluster
   • Jorge Liz
     EUREKA Cluster representative, Belgium

14:45 – 15:15 SMART Manufacturing Cluster
   • Joseba Bilbatua
     Director, SMART AM, Spain

15:15 – 15:30 Questions & Answers

15:30 – 16:00 EUROSTAR 2 - EUREKA / European Commission Joint Programme: International Innovative Projects led by R&D-performing SMEs
   • Peter Chisnall
     EUROSTARS Programme Manager

16:00 – 16:30 Closing remarks