



**6<sup>th</sup> US-EU Small and Medium Enterprise (SME) Best Practices Workshop  
in the framework of the Transatlantic Economic Council (TEC)**

Tuesday April 21, 2015

Ronald Reagan Building and International Trade Center, Polaris Suite  
1300 Pennsylvania Avenue NW  
Washington D.C.

**AGENDA**

**9:00 a.m. Opening Plenary Remarks**

- Ambassador Robert Holleyman, Deputy U.S. Trade Representative (USTR)
- Signe Ratso, DG TRADE, European Commission
- Judy Rising Reinke, Deputy Director General, U.S. Commercial Service, U.S. Department of Commerce
- Joanna Drake, Deputy EU SME Envoy, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission
- Eileen Sanchez, Associate Administrator, Office of International Trade, U.S. Small Business Administration
- William E. Craft, Jr., Deputy Assistant Secretary, Bureau of Economic and Business Affairs, U.S. Department of State
- Lucian Cernat, DG TRADE, Chief Economist – Report "Small and Medium Sized Enterprises and the Transatlantic Trade and Investment Partnership"

**9:50 – 10:00 Coffee Break**

**10:00-11:00 TTIP negotiations: benefits for SMEs**

Discussion chaired by EU Signe Ratso, DG TRADE

- Denis Redonnet, DG TRADE, EU lead SME negotiator
- Christina Sevilla, Deputy Assistant USTR for Small Business, U.S. lead SME negotiator
- Freya Lemcke, Association of German Chambers of Industry and Commerce (DIHK), representing voice of Eurochambres
- Marjorie Chorlins, Vice President for European Affairs, U.S. Chamber of Commerce
- Tobias Weiler, CEO, SPECTARIS (German High Tech Industry Association)

- Roy Paulson, President, Paulson Manufacturing and Chair, National District Export Council
- Luc Hendrickx, Director Enterprise Policy, European Association of Craft, Small and Medium-sized Enterprises (UEAPME) – *via audio conference*

Discussion

**11:00- 12:00 Department of Commerce International Trade Administration - European Commission DG GROW: SME Cooperation**

Discussion chaired by Joanna Drake, Director and Deputy SME Envoy, DG GROW

- Update regarding the cooperation between the European Commission and the US Government on SME policy in the context of the Memorandum of Understanding (DG GROW- US Department of Commerce)
- Discussion of MOU activities to date
- Discussion of next steps, new ideas
- Lori Cooper, Senior Policy Advisor, Office of the European Union, U.S. Department of Commerce (DoC)
- Wojciech Sopinski, Policy Officer, International Dimension of EU SME Policy, DG GROW
- Kimberly A. Benson, Vice President, Cange International, Inc.
- Sven C. Oehme, LL.M., President & CEO, European-American Business Organization, Inc.

**12:00 – 1:00 U.S. and EU Clusters Cooperation**

Moderator: Tshanda Kalombo, International Trade Specialist, U.S. Department of Commerce

- Overview of clusters and cluster policies in the United States and the European Union
- Discussion of next steps on U.S. – EU cooperation on clusters
- Tom Guevara, Deputy Assistant Secretary for Regional Affairs, U.S. Economic Development Administration
- Karyn Page, Chief Executive Officer/President, Kansas Global Trade Services, and Chair, Industry Trade Advisory Committee for Small and Minority Business (ITAC 11) – *via audio conference*

- Christophe Guichard, Policy Officer, DG GROW
- Matt Stevens, Business and Community Initiatives Analyst, Office of Entrepreneurial Development, Small Business Administration

**1:00 -2:00 Lunch break (no host)**

**2:00 - 3:00 TTIP E-Commerce and SMEs**

Moderator: Christina Sevilla, USTR

- Discussion on expansion of US and EU SME exports through E-Commerce
- Robb Tanner, Director for Telecommunications and E-Commerce, USTR
  - With James Stamps, International Economist and Project Leader –Report “Digital Trade in the U.S. and Global Economies”, U.S. International Trade Commission
- Andrea Glorioso, Delegation of the European Union in Washington, DC
- Gero Furchheim, CEO Cairo AG, President BEVH, representing EMOTA
- Caitlin Brosseau, Senior Manager, Government Relations, eBay

Discussion

**3:00-3:10 Coffee Break**

**3:10 – 5:00 SME Access to Finance: latest developments of Venture Capital financing and crowdfunding on both sides of the Atlantic.**

Moderator: Paul Thanos, Director, Office of Finance and Insurance Industries, U.S. Commerce Department

- Overview of Venture Capital and Crowdfunding in US
- Overview of Venture Capital and Crowdfunding in EU: the Capital Markets Union
- Overview of regulation on crowdfunding in US
- EU and national programs/policies for VC financing and alternative sources of finance
- The experience of SBA Small Business Investment Company (SBIC) program
- Armando Melone, Policy Officer, DG GROW

- Olof Torén, Kurz & Co
- Andrew Stephenson, Director of Research Operations and Client Services, CrowdCheck
- Joseph W. Bartlett, Special Counsel, McCarter and English, LLP
- Kati Suominen, Founder and CEO of TradeUp Capital Fund, and Nextrade Group
- Samuel J. Boyd, Jr., Chief Investment Officer & Director of Program Development, Office of Investment and Innovation, SBA
- Julie Davis, Senior Counsel, Office of Small Business Policy, U.S. Securities and Exchange Commission

Discussion

**5:00- 5:15 Conclusion**

- Christina Sevilla, USTR, and Lori Cooper, DoC
- EU Signe Ratso, DG TRADE and Joanna Drake, DG GROW

**5:30 – 7:30 U.S.-EU SME Networking Reception**