



## Agenda

**SBS conference**  
**Thursday 15<sup>th</sup> October 2015**  
**Hotel Crowne Plaza, Rue Gineste 3, 1210, Brussels**  
**09.30 – 18.00**

### **Smart standardisation for SMEs** *From national to European standardisation in a global context*

#Standards4SMEs

Interpretation: EN, FR, IT, DE

Morning session	
<b>Registration and coffee</b>	<b>09.00</b>
<p><b>Opening session</b> – “Standardisation and the Better Regulation agenda of the new Commission”</p> <p>Welcome and introduction by moderator</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> <li>• <b>G�rard BOBIER</b>, SBS Vice-President</li> <li>• <b>Kerstin JORNA</b> - Director, Single Market Policy, Regulation and Implementation, DG Grow, European Commission</li> <li>• <b>Piet-Hein DAVERVELDT</b> - Vice-President Finance, CEN</li> </ul>	09.30
<b>Coffee break</b>	<b>10.45</b>
<p><b>Session 2</b> – “National best practices – from national to European standardisation”</p> <p><u>Introductory presentation:</u> <b>Luc HENDRICKX</b> – Director - enterprise policy and external relations - UEAPME</p> <p><u>Panel discussion and Q&amp;A</u></p> <p><i>Participants:</i></p> <ul style="list-style-type: none"> <li>• <b>David AMADON</b> - Board member of SBS &amp; Member of the Comit� de Concertation Normalisation et Artisanat (CCNA)</li> <li>• <b>Ulrike BOHNSACK</b> - Member of the DIN Management Board, DIN</li> <li>• <b>Hein BOLLENS</b> – Deputy Head of Unit, Standards for growth, DG Growth, European Commission</li> <li>• <b>Ruggero LENSI</b> - Director of External Relations, Development and Innovation, Italian Organisation for Standardisation (UNI)</li> </ul>	11.15

<b>Lunch</b>	<b>13.00</b>
<b>Afternoon session</b>	
<p><b>Session 3</b> – “The role of SMEs in the standardisation process: how to influence standards”</p> <p>14.15</p> <p><u>Introductory presentation:</u> <b>Gunilla ALMGREN</b> - SBS President</p> <p><u>Panel discussion and Q&amp;A</u></p> <p><i>Participants:</i></p> <ul style="list-style-type: none"> <li>• <b>David BELL</b> – Head of the external policy team, British Standards Institution (BSI)</li> <li>• <b>Barbara SORGATO</b> – Secretary General – European Consortium of Anchors Producers (ECAP)</li> <li>• <b>Peter STATEV</b> – Vice-Chairman of ETSI General Assembly</li> <li>• <b>Alberto SPASCIANI</b> – President, Spasciani S.p.A and SBS Expert</li> </ul>	
<b>Coffee break</b>	<b>15.45</b>
<p><b>Session 4</b> - European standards in an international context</p> <p>16.15</p> <p><u>Introductory presentation:</u> <b>Francisco VERDERA MARI</b> - CEN-CENELEC</p> <p><u>Panel discussion and Q&amp;A</u></p> <p><i>Participants:</i></p> <ul style="list-style-type: none"> <li>• <b>Luciano FALETTO</b> – EFESME expert and SBS expert</li> <li>• <b>Peter CHURCHILL</b> - Advisor to the Director General on Scientific Development, European Commission</li> <li>• <b>Francisco VERDERA MARI</b> – Director of strategic partnerships, CEN-CENELEC</li> </ul>	
<p><b>Closing remarks</b></p> <p>17.30</p> <p>Closing remarks by <b>Jean-François AGUINAGA</b> – Head of Unit, Standards for growth, DG Growth, European Commission</p> <p>Closing remarks by <b>Anna CONSTABLE</b> - EFTA</p> <p>Closing remarks by <b>Peter FAROSS</b> - Secretary General of UEAPME</p> <p>Wrap-up and closing remarks by moderator</p>	
<b>Cocktail reception</b>	<b>18.00</b>