



# **BUSINESSEUROPE'S SME ROADSHOW. 2ND STOP ROME.**

## **Green and digital transition: are SMEs there yet?**

4 October 2023, 9.30 | Confindustria, Viale dell'Astronomia 30 | Roma

**09.30 Check-in**

**09.40 Opening and introductory remarks by:**

**Stefan Pan**

*Delegate for Europe, Confindustria;  
Vice President, BusinessEurope*

**09.50 Welcoming (video) message from:**

**Roberta Metsola**

*President, European Parliament*

**10.00 Keynote address by:**

**Valentina Meliciani**

*Director, LUISS Institute of European Analysis  
and Policies*

**10.15 Keynote (video) address by:**

**Thierry Breton**

*European Commissioner for the Internal Market,  
European Commission*

**10.30 Green and digital transition: is EU action fit to win the challenge? Opportunities, needs and answers for SMEs**

Is the regulatory framework being defined at European level fit for purpose? How are SMEs reacting to the burden deriving from it? Are initiatives such as the Green Deal Industrial Plan sufficient to preserve and strengthen their competitiveness? Are new instruments needed to support SMEs competitiveness?

Panel discussion with:

**Antonella Correra**

*DG GROW, European Commission*

**Fabrice Le Saché**

*Chair, BusinessEurope Entrepreneurship  
& SME Committee*

**Raffaele Spallone**

*Head of unit "Policies for digitization and analysis  
of productive sectors", Italian Ministry for Enterprises  
and Made in Italy*

**Gian Luigi Zaina**

*CEO, Della Rovere Srl; Vice-President for  
internationalisation, Piccola Industria Confindustria*

**11.40 Qs&As**

**12.00 Concluding remarks by:**

**Giovanni Baroni**

*President, Piccola Industria Confindustria*

MODERATED BY:

**Luca Orlando**

*Journalist, IlSole24ore*