



GLOBAL COALITION  
FOR EFFICIENT LOGISTICS

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BRUXELLES, 17-18 MAY 2018, EUROPEAN PARLIAMENT

## 14<sup>TH</sup> INSME ANNUAL MEETING

### INDUSTRY 4.0 FOR SMES' BUSINESS GROWTH

### 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



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## CONFERENCE OUTLINE

### 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



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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?



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## 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*

12:00 – 14:00 **Lunch break and networking**

### AFTERNOON

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



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- **Giacomo Mattinò**  
Head of Unit, Enterprise Europe Network and SMEs internationalization, European Commission, Belgium
- **Nosipho Khonkwane**  
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



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## INSME GENERAL ASSEMBLY

18 MAY 2018

### MORNING

9:00 – 9:15 **Welcome Coffee**  
9:15 – 10:15 **General Assembly**

#### *Chairman:*

- **Giovanni Zazerini**  
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

10:15 – 10:45 **Exchange of best practices**

- **Roberto Santolamazza**  
General Director, T<sup>2</sup>i technology transfer and innovation, Italy
- **Martin Ruppert**  
Managing Director, IMP<sup>3</sup>rove - European Innovation Management Academy, Germany
- **Abdullah Al Jufaili**  
General Manager, SHARAKAH - Fund for Development of Youth Projects, Sultanate of Oman

10:45 – 13:00 **Partnership building**

#### *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, INTRASOFT 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



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- **Marie-Elisabeth Rusling**  
CEO & Secretary General of the Board, Business Angels Europe -  
The European Confederation for Angel Investing, Belgium
- **Henryk Stasinski**  
President, Association Free Entrepreneurship, Poland
- **Simone Zeh Atanasovski**  
Principal, European Bank for Reconstruction and Development -  
EBRD, United Kingdom

\* to be confirmed