

Empowering resilience, growth and development across E.U. Regions



A digital event by **Enterprise Greece** and **Business France**

**Thursday, 25th
February 2021
12:00 C.E.T.**

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Contrary to the fact that the European Union has facilitated convergence among its members according to the World Bank's 2012 "Golden Growth", like an engine that brings growth and development collectively to them, it seems that the generated wealth is unevenly distributed across the regions. Several lag behind as the OECD "Promoting Growth in All Regions" was alarmingly pointing out already in 2012. At national level policy making, this should be considered as an opportunity with potential for further development rather than a negative impact on the overall national performance.

The 2018 "Rethinking Lagging Regions" by the World Bank emphasised the unequal development among regions and the potential implications for the E.U. recommending how cohesion policy can leverage this impact through job growth and personal self-satisfaction with opportunities to be creative and maximise full individual potential. The unprecedented COVID-19 pandemic is an additional factor that might decrease the disparity among regions.

This digital event aims at identifying some common challenges which regions are faced with and to disseminate national-driven policy recommendations implemented to soothe the negative impact of uneven development or self-sustained practical initiatives put forward at regional level.

It also aims at identifying potential key actors in supporting the regions and guiding them through their next steps be it the national governments, the regional authorities, clusters or entrepreneurs and SMEs, or a synergy of all of them.

The event builds on the "Export Promotion Plus" project which was funded by the European Union, and co-funded by the German Ministry of Economic Affairs and Energy, and implemented by GIZ, in cooperation with the European Commission's Directorate-General for Structural Reform Support (DG REFORM). In particular, the project takes into account the project component "Empowering the transfer of export promotion know-how at regional level in Greece" which was delivered by Business France. It is mainly a transfer of know-how event which is also focusing on deliverables that can be shared and related with a diverse audience of other Trade Promotion Organisations, SMEs, policy makers and institutions, and more particularly on how trade can enact the role of facilitator for decreasing regional disparity.

The event is hosted by Enterprise Greece and Business France with the support of the European Trade Promotion Organisations' Association (ETPOA - AISBL) and its objectives are to foster and enable ever-closer collaboration among its members, offer transfer of know-how opportunities and serve as a platform of exchanging ideas and views on promoting European regions as business locations.

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Agenda

- 12:00 – 12:10 **Opening remarks**
- ★ Betty Alexandropoulou, Executive Director and Member of the Board of Enterprise Greece
 - ★ Henri Baissas, COO Team France Export, Business France
- 12:10 – 12:20 **About the Project:**
- ★ Christophe Legillon, Project director, International Cooperation, Business France
 - ★ Ms. Marina Meuss, GIZ Country Director
 - ★ Dr. Richard Epstein, GIZ Project Manager
- 12:20 – 12:40 **Policy insight**
- ★ Mario Nava, Director General, DG REFORM, European Commission
- 12:40 – 13:00 **Practices that promote regional development**
- ★ The Synergassia project
Vasso Kyrkou, Director General of Communications, Marketing and Stakeholder Relations, Enterprise Greece
 - ★ Team France Export
 - ★ Henri Baissas, COO Team France Export, Business France
- 13:00 – 13:30 **Pitching of different practices across the E.U.**
- ★ Portugal Exporta programme: help COs to self-assess and draft export action plan
Helena Carvalho, Director for Digital, AICEP
 - ★ Next programme - Long term support for SMEs with private consultants and ICEX experts
José Antonio Bretones, Director of Initiation, Implementation and Business Cooperation, ICEX
 - ★ ITA's Export Flying Desk: a new way to support Italian companies
Ferdinando Gueli, Marketing Department - EFD Coordination Unit, ITA
- 13:30 – 13:50 Q&A with the audience
- 13:50 – 14:00 Final remarks

Coordinated by Christos Skouras, Director of International & Institutional Affairs, Enterprise Greece



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