

## PROGRAMME

### Training on digitisation

# How SMEs can reap the benefits of standardisation in the era of digitisation

29 November 2017  
Rue Jacques de Lalaing 4, 1040 Brussels  
Belgium

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Moderator: Francisco Verdera Mari

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| <b>13.00-14.00</b> | <b>Networking lunch and registration</b>  |
| <b>14.00-14.15</b> | <b>Opening remarks</b>  |
| <b>14.15-15.30</b> | <b>Setting the scene: digitisation, SMEs and standards – current state of play and future forecast</b> <ul style="list-style-type: none"><li>• <b>State of digitisation of European industry</b><ul style="list-style-type: none"><li>○ Antonio Conte, Policy officer, KETs, Digital Manufacturing and Interoperability, DG GROW, European Commission</li></ul></li><li>• <b>Standardisation and digitisation – challenges and opportunities for SMEs</b><ul style="list-style-type: none"><li>○ Ingrid Soetaert, Programme Manager – Innovation, CEN-CENELEC</li></ul></li><li>• <b>Fostering greater IT professionalism for SMEs</b><ul style="list-style-type: none"><li>○ André Richier, Policy officer, KETs, Digital Manufacturing and Interoperability, DG GROW, European Commission</li></ul></li></ul> |
| <b>15.30-15.45</b> | <b>Coffee break</b>   |
| <b>15.45-17.00</b> | <b>Mastering the challenges and opportunities of digitisation of industry and standardisation – case studies</b> <ul style="list-style-type: none"><li>• <b>E-invoicing</b><ul style="list-style-type: none"><li>○ Andrea Caccia, SBS expert</li></ul></li><li>• <b>Cyber security</b><ul style="list-style-type: none"><li>○ George Sharkov, SBS expert</li></ul></li><li>• <b>Machine-to-machine communication</b><ul style="list-style-type: none"><li>○ Massimo Vanetti, SBS expert</li></ul></li></ul>   |