

Solvay Library
10 October 2017



Small Business Standards Conference

European Standardisation Regulation - 5 years on What has changed for SMEs?

Small Business Standards (SBS) is a European non-profit association (aisbl) co-financed by the European Commission and the EFTA Member States.

Small Business Standards' objectives are derived from Regulation (EU) No 1025/2012 which sets out a long-term vision for the European Standardisation System. The focus of the Regulation is to ensure better support for European policies fostering growth and competitiveness.

Within the European Standardisation System, Small Business Standards' mission is to :

- Represent the interests of Small and Medium-sized Enterprises (SMEs) in the standardisation process;
- Raise their awareness about standardisation and facilitate their uptake of standards;
- Motivate them to engage in the standardisation process.

The association represents the interests of 14 million SMEs across Europe through 21 SME member organisations.



OUR MEMBERS

APCMA

French Assembly of Craft Chambers
www.artisanat.fr

CAPEB

French Confederation of Construction Craft
and Small Enterprises
www.capeb.fr

CNA

National Confederation of the Craft Sector
and Small and Medium Enterprises
www.cna.it

CONFARTIGIANATO IMPRESE

Italian Confederation of the Craft Sector
and Small and Medium Enterprises
www.confartigianato.it

CPME

French Small and Medium-sized
Employers' Organisation
www.cpme.fr

DTV

German Textile Care Association
www.dtv-bonn.de

EBC

European Builders Confederation
www.ebc-construction.eu

ECAP

European Consortium of Anchors Producers
www.ecap-sme.org

EFESME

European Federation for Elevator Small
and Medium-sized Enterprises
www.efesme.org

EMM

European Insulation Material (multifoil) Manufacturers

EMU

European Metal Union
www.emu-online.info

European Digital SME Alliance

European Association of Small and Medium-sized
Enterprises in ICT
www.digitalsme.eu

ICADA

International Cosmetic And Design Association
www.icada.eu

IFD

International Federation for the Roofing Trade
www.ifd-roof.com

SME Safety

European association of Small and Medium-sized
Enterprises that manufacture safety products
www.sme-safety.eu

Timber Construction Europe

European Association of Timber Construction
www.timber-construction.eu

Tischler Schreiner

German Association of Wood Joiners
www.tischler-schreiner.de

UEAPME

European Association of Craft, Small
and Medium-sized Enterprises
www.ueapme.com

UEG

Union of European Scaffolding Contractors
www.ueg-eu.org

WKÖ

Austrian Economic Chambers
www.wko.at

ZDH

German Confederation of Skilled Crafts
www.zdh.de



PROGRAMME

12.00 – 13.30

Registration and networking lunch

13.30 – 14.00

Opening speeches

- Gunilla Almgren, President, Small Business Standards
- Antti Peltomäki, Deputy Director-General, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission

14.00 – 15.30

Panel discussion

“What progress in involving SMEs in standardisation?”

- Simon Hicks, Chairman of the ETSI General Assembly and Head of ICT technical standards in the UK Department for Digital, Culture, Media and Sport (DCMS)
- Tim Krögel, Head of Unit, Zentralverband des Deutschen Handwerks (ZDH)
- Rüdiger Marquardt, Vice-President Policy of CEN, Chairman of the CEN-CENELEC SME-Working Group and Member of the DIN Executive Board
- Marlene Mizzi, Member of the European Parliament
- Joaquim Nunes de Almeida, Director, Single Market Policy, Regulation and Implementation (DG GROW), European Commission

15.30 – 16.00

Coffee break



16.00 – 17.30

Panel discussion

“Are current standards fit for purpose for SMEs? Exchange of views between standards makers and users”

- Maria João Graça, Director of the Standardisation Department, Portuguese Institute of Quality
- Malcolm Harbour, Senior Adviser on the Single Market, European Policy Centre
- Manfred Lemke, Economist - Senior Consultant, CLAYTEC
- Alban Maggiar, Managing Director, Laboratoire Carrare
- Rüdiger Marquardt, Vice-President Policy of CEN, Chairman of the CEN-CENELEC SME-Working Group and Member of the DIN Executive Board
- Andreas Schmidt, CEO, Andy's Body Electric
- Rik Zwama, CEO, EnSafe

17.30 – 18.00

Closing remarks

- Gunilla Almgren, President, Small Business Standards

18.00

Cocktail reception

Moderator: Jacki Davis

The conference language is English. Interpretation will be provided in French, German and Italian.



SPEAKERS

Gunilla ALMGREN



**President, Small Business Standards
Owner/manager, REGAB Reglerarmatur AB**

Gunilla Almgren was appointed as Small Business Standards President at the creation of the association in December 2013. She is an entrepreneur in the sanitary fittings industry, running a fairly typical and expanding micro-business with three employees and business contacts all over Europe. Previously, she was President of UEAPME (European Association of Craft, Small and Medium-sized Enterprises) and has served as Vice-President of the Board of Företagarna, the Swedish Federation of Private Enterprises. As an entrepreneur at heart, she sits on the Boards of several Swedish business-related organisations as well as private companies. On top of her professional engagements, Ms Almgren has actively participated in several committees and working groups set up by the European Commission in recent years.

Jacki DAVIS



Moderator

Jacki Davis is a leading commentator and analyst on European Union affairs. She is a very experienced journalist, speaker and moderator of high-level events both in Brussels and in EU national capitals. Furthermore, she is the editor of many publications, a regular broadcaster on television and radio news programmes and documentaries commenting on EU issues, and both a Senior Adviser and member of the Governing Board at the Brussels-based think tank, the European Policy Centre. She has been based in Brussels for 25 years, and was previously Communications Director of the European Policy Centre; launch editor and editor-in-chief of E!Sharp, a monthly magazine on EU affairs launched in 2001; the launch editor of European Voice, a Brussels-based weekly newspaper on EU affairs owned by The Economist Group, from 1995-2000 (which has now become Politico); and the Brussels correspondent of a British national newspaper.

Joaquim NUNES DE ALMEIDA



**Director, Single Market Policy,
Regulation and Implementation (DG GROW),
European Commission**

Joaquim Nunes de Almeida was appointed Director of Single Market Policy, Regulation and Implementation in December 2016 after holding the position of Public Procurement Director in DG MARKT for almost three years. He worked for competition and corporate law firms, in Brussels and Lisbon, from 1989 to 1994. His career in the Commission dates back to 1995, when he joined the public procurement directorate of the Internal Market DG. In 1998, he worked as the assistant to the Director-General of the Internal Market. One year later, he became a member of the Cabinet of António Vitorino where he worked for more than four years, mostly on asylum and migration policies. He then held the position of Head of Unit for "Fight against terrorism and law enforcement cooperation". In 2008, Mr Nunes de Almeida became Head of Unit responsible for police cooperation and access to information. He is Portuguese and studied law at the University of Lisbon and at the College of Europe in Bruges.

Maria João GRAÇA



**Director of the Standardisation Department,
Portuguese Institute of Quality**

Dr Maria João Graça is Director of the Standardisation Department of the Portuguese Institute for Quality (IPQ), and has held top positions at IPQ since 1991. Her work includes serving as Portuguese Head of Delegation at the General Assembly of the European Committee for Standardisation (CEN) and at the International Organisation for Standardisation (ISO). Dr Graça is also the national representative in CEN's Technical Bureau. Since 2015, she has been a member of the Board at the Technological Centre of Ceramics and Glass (CTCV). Dr Graça is the national 'focal point' for standardisation matters for SMEs and is responsible for creating and developing the Youth Project. This national initiative aims to organise standardisation activities in secondary schools and universities. Recently Dr Graça was invited to be the National Ambassador for the United Nations Sustainable Development Goals, specifically for Goal 16 - Peace, Justice and Strong Institutions.

Malcom HARBOUR



Senior Advisor on the Single Market, European Policy Centre

Malcolm Harbour was elected as Conservative MEP for the UK West Midlands in 1999, and served three mandates. In 2009, he became Chairman of the European Parliament's

Internal Market and Consumer Protection Committee (IMCO). He was a key player in shaping policies and legislation for the single market, manufacturing industry, digital economy, research and consumer protection. As IMCO Chairman, he raised the profile of standards policy in the Parliament, with a political initiative ahead of the Committee's review and approval of the 2012 reforms. He did not seek re-election in 2014, and is now a Council Member at the University of Birmingham, Director of the Digital Policy Alliance, Senior Adviser to the European Policy Centre and to the EU policy consultants of the organisation cabinet DN. From 1967 to 1999, after graduating in Engineering from Cambridge, Mr Harbour worked in the motor industry, holding senior roles in new model development, marketing and sales, before launching his own research consultancy.

Simon HICKS



Chairman of the ETSI General Assembly Head of ICT technical standards in the Department for Digital, Culture, Media and Sport (DCMS), UK Government

Simon Hicks is Chairman of the ETSI General Assembly, now in his second term. He is employed by the UK government as Head of ICT technical standards in the Department for Digital, Culture, Media and Sport (DCMS) and is the first government official to be ETSI General Assembly Chairman. Mr Hicks is responsible for industrial policy development on standards and technology activity in ICT, electronic communications and cyber security. He is also the UK representative on the European Multi-Stakeholder Platform (MSP) on ICT standardisation and is active in a range of ICT standards and technology work.

Mr Hicks is a Chartered Engineer and began his civil service career in the UK defence ministry, leading a team that designed and installed radio systems for the Royal Air Force. He joined the trade and industry ministry in 2002 and has been involved in ICT standards work since then, including membership of the ETSI Board.

Tim KRÖGEL



Head of Unit, Zentralverband des Deutschen Handwerks (ZDH)

Tim Krögel is a public affairs professional who has been working for the past 14 years in Brussels representing business interests towards the European Institutions. Active

in different professional associations, he has focused on defending the interests of SMEs, working for both European and national federations. Currently, Mr Krögel works for the German Confederation of Skilled Crafts (ZDH), focusing in particular on Construction and Standardisation matters. At a strategic level, he is also responsible for coordinating and improving sector and regional representation of German craft companies in Brussels with the specific aim of improving information flows.

In addition, Mr Krögel represents the interests of several associations from the construction sector at EU level. In 2016, he was appointed to the Board of Directors of Small Business Standards.

Mr Krögel studied Business Management at the Institut d'Administration des Entreprises d'Aix-en-Provence (Business School) in France and Building Surveying at the University of the West of England in the UK. He grew up in Brussels where he obtained his European Baccalaureate.

Manfred LEMKE



Economist - Senior Consultant, CLAYTEC

Manfred Lemke is economist - senior consultant at CLAYTEC, which is one of the leading producers of clay-based building materials in Europe. Although still an SME in a niche market of the building industry, CLAYTEC

participates in several research activities. Mr Lemke is the legal representative of CLAYTEC in two research projects funded by the EU providing industrial expertise for working and building with clay (HORIZON 2020 www.isobioproject.com and FP7 www.eco-see.eu). As a member of the Board of the German Association for Earth Building (www.dachverband-lehm.de), Mr Lemke was involved in national standardisation for industrially produced clay plaster, mortar, blocks and boards. Currently, he is involved in the introduction of the first product category rules (PCR) for clay-based building materials according to EN 14025 and EN 15804.



Alban MAGGIAR



Managing Director, Laboratoire Carrare

For over a quarter of a century, Alban Maggiar has been the head of Laboratoire Carrare, a French company that specialises in food supplements based on probiotics, yeasts and botanicals. From 2005 to 2015, he was

Chairman of the French industry association SYNADIET and from 2013 to 2016, of the European Federation of Health Products Manufacturers Associations.

Mr Maggiar is therefore intimately familiar with the potential benefits and risks that EU standards and regulation can have on SMEs' daily operations. He holds a Master's degree in Business Law, an Advanced Master's degree in Tax Law and a Bachelor's degree in Literature. He also holds a qualification in the field of political science.

Rüdiger MARQUARDT



Vice-President Policy, CEN Member of the Executive Board, DIN Chairman of the CEN-CENELEC SME-WG

Rüdiger Marquardt is a Member of the German Institute for Standardisation (DIN) Executive Board. Between

May 2007 and July 2011, he served as the Head of the Innovation and Standardisation section within DIN. Before joining DIN's management in 2003, he held the position of Managing Director of Beuth Verlag, the official publishing company of DIN. Mr Marquardt studied automotive engineering, and began his career working as an editor of technical publications. He became a Member of DIN's Executive Board in 2011 and was elected as a member of the CEN Administrative Board in 2015. In his capacity as CEN Vice-President Policy, Mr Marquardt chairs the CEN-CENELEC SME-Working Group.

Marlene MIZZI



Member of the European Parliament - IMCO Rapporteur on European Standards

Marlene Mizzi was born in Rabat, Malta. She studied at St Dorothy's Convent, Junior College, and the University of Malta, where she

graduated with an honours degree in Economics. Subsequently, she completed a Master's degree at the Maastricht School of Management, The Netherlands. Her field of specialisation is Corporate Governance. Ms Mizzi speaks Maltese, English and Italian fluently and has basic understanding of Spanish, German and French. Ms Mizzi is Chair of Amca Ltd, and has also served on the Board of Directors of the Bank of Valletta. She is a founding member of the national think-tank Today Public Policy Institute and served as Chairman of Sea Malta Co. Ltd., the national shipping line, from 1997 to 2005.

Ms Mizzi was the first Maltese woman elected to the European Parliament. She is a member of the Group of the Progressive Alliance of Socialists and Democrats. She is the Vice-President of the Petitions Committee, Member of the Internal Market and Consumer Protection Committee and substitute member of the Culture, Education and Sports Committee. Ms Mizzi is the Rapporteur of IMCO's report adopted on 4 July 2017 on the future of the European standardisation system.

Antti PELTOMÄKI



Deputy Director-General, Directorate- General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission

Antti Peltomäki is Deputy Director-General of the Internal Market, Industry, Entrepreneurship and SMEs Directorate-General since February 2012. In this role, he is responsible for the Industrial Transformation And Advanced Value Chains, Consumer, Environmental and Health Industries, and Innovation and Advanced Manufacturing Directorates. Mr. Peltomäki is also the Commission representative on the Management Board of the European Chemicals Agency (ECHA). Before that, Mr Peltomäki was Deputy Director-General in the Information Society and Media Directorate-General where he was firstly responsible for research cooperation in the context of the >

> 7th Framework Programme (2007-2013) and thereafter for regulatory policy in the telecommunications, media and internet fields.

Mr Peltomäki has also worked as Head of the Commission's delegation in Helsinki in 2006-2007.

Prior to joining the Commission in 2006, Mr Peltomäki worked for almost ten years in the office of the Prime Minister of Finland, initially as State Under-Secretary, then State Secretary for EU Affairs. A lawyer by training, Mr Peltomäki began his career as a coordinator of international research and training courses at the Helsinki University of Technology.



Andreas SCHMIDT



Chief Executive Officer,
Andy's Body Electric

After working as a sales manager in the print business, Andreas (Andy) Schmidt decided in 1996 to follow his passion for arts and opened his own tattoo studio in Willich-Neersen (Germany). In 1999, he became a member of DOT, the German organisation for professional tattoo artists and, in 2005, he became its Vice-President. In addition, he was a founding member and the President of BVT, the Bundersverband Tattoo. Mr Schmidt is also the organiser of Tattoo Ink Explosion, which has taken place since 2010 in Mönchengladbach. This tattoo convention is known for a top-quality line-up of tattoo artists from all over the world.

Mr Schmidt is a DIN-ISO certified expert witness for tattooing. DOT decided in 2013 to change its own German hygiene standards for tattoo studios into a European Standard.

When the cooperation with DIN started, Mr Schmidt became Chairman of the working group "Hygiene standards for tattoo services". The work carried out under CEN 435 TC will be put out for public discussion at the end of this year. Since spring 2017, he has lived in Reinach (Switzerland), where he is working as a tattoo artist while still running his studio in Germany with several artists and guest artists, where he works several days a month.

Rik ZWAMA



Chief Executive Officer, EnSafe B.V.

Rik Zwama is CEO of EnSafe, a Dutch company of 20 employees which, under the MARQ brand name, designs and produces a full range of top-quality products to ensure safe conditions when working at heights. Quality, innovation and durability are EnSafe's key areas of focus. The MARQ Service Plan helps real estate owners by fully ensuring an optimally functioning - and therefore safe - environment for working at heights, during the entire operational period. With MARQ's innovative, high-quality products combined with the MARQ Service Plan, EnSafe is able to ensure full quality control. In 2001, Mr Zwama became an expert in the field of protecting people against falls. He became Convenor of the working group on fall protection and accident registration in the Dutch Standardisation Institute (NEN), a member of several working groups under CEN and ISO, and he contributes to standardisation activities at national and international levels. Today, Rik Zwama is an internationally renowned safety expert.



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