

Small Business Standards Workshop: Equipping European SMEs with Skills & Technologies for the Digital Transformation

16 October 2025 10:00 – 13:00

Hybrid: Otto-Suhr-Allee 97/99 - 10585 BERLIN – Germany / Online



AGENDA

Moderator: Gabriele Casalini, Tech Project Officer at European DIGITAL SME Alliance

10:00 – 10:10 Opening & Introduction - Welcome by Small Business Standards

Speaker: Andrea Raffaelli – Senior Policy Adviser and Experts Coordinator at SBS

10:10 – 10:30 Keynote Presentation

Speaker: Joachim Schwerin – Principal Economist, DG GROW, European Commission

10:30 – 11:20 Expert presentations on key technology trends

- Digitalisation of medical devices and data
 - TBC
- Smart Textiles
 - TBC
- Identification and Labelling
 - **Jörg Koopmann** - CEO at KooBra Software Entwicklungs GmbH
- EU Cybersecurity and regulatory requirements
 - **Patricia Shields** – CEO and Co-Founder at Cyber Cert Labs

- Artificial Intelligence
 - **Alexander Paulheim** - Process engineer at Cleaning Technology Institute e.V.

11:20 – 11:25 Short Q&A Session

11:25 – 11:55 Panel Discussion: Technology, Standards and next steps for the Digital Product Passport

Panel Keynote Presentation

- **Thomas Knothe** - Chair of CEN-CENELEC JTC 24 Digital Product Passport Framework and System, Fraunhofer

Panellists:

- **Belen Suarez Lopez** – CEO of Go to Innovation, CEN-CENELEC TC 389 and TC 307
- **Pirkka Frosti** - Founder and CEO of IOXIO
- **David Dolhomut** – Head of Partnerships & Business Development at Traced Systems

11:55 – 12:00 Short Q&A Session

12:00 – 12:20 | SME Journeys in Digitalisation

- Case study (SME): Digital transformation in the PPE/textile service industry
- Case study (SME): Digital innovation in medical devices
 - **Sven Schöppe** - Standardization expert and Managing Director of LEO System GmbH

12:20 – 12:45 | Building Digital Skills and Ecosystem Support

European Digital Skills & Jobs Platform

- **Sabrina Vorbau** - Project Manager at EUN

European Skills Partnership for Textile, clothing, leather and footwear industries

- **Pedro Gonçalves** - Policy and Project Officer at EURATEX

European Digital Large-Scale Partnership

- **Caterina Bortolaso** - Project Manager at European DIGITAL SME Alliance

12:45 – 12:55 Q&A Session, Open Discussion & Exchange

12:55 – 13:00 | Final Remarks & Closure

Speaker: Small Business Standards