



# SBS NATIONAL SEMINAR

Big Impact for Small Business:

Participate and grow with Standards

**24 February 2026, 10:30–13:30**

UNI Offices – Via Sannio, 2 – Milan;

Hybrid event – [Online registration](#) - [Link to access the event online](#)

## 10:30 | Welcome coffee & registration

**11:00 | Introduction and Setting the stage** – How to strengthen SME access and effective participation in standardisation?

- [Gianluca Salerio](#) - Head of International Policies | UNI
- [Andrea Raffaelli](#) - Senior Policy Adviser | Small Business Standards (SBS)

## 11:30 Panel I | “Making the business case for standardisation”

- [Samuele Broglio](#) | Confartigianato Imprese
- [Roberto Dall’olio](#) | CNA
- CEI (Comitato Elettrotecnico Italiano) Representative

Small Business Standards aisbl

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Transparency Register 653009713663-08

[www.sbs-sme.eu](http://www.sbs-sme.eu)

#Standards4SMEs

- Moderator: [Guido Radoani](#), Head of the Entrepreneurial Systems department | Confartigianato Imprese

### **12:15 Panel II | Testimonials from SMEs and entrepreneurs active in standardisation.**

Success stories, challenges, opportunities

- [Fabio Massimo](#) | CNA
- [Gabriele Cova](#) | Confartigianato Imprese
- [Ivan Ferrarini](#) | SBS and EFESME
- Moderator: [Natalia Gil Lopez](#) - Head of the Environmental Policy department | CNA

### **13:00 Conclusions | [Jon Echanove](#) - Secretary General | Small Business Standards (SBS)**

### **13:15 | Networking Lunch**

*Interpreting service: EN-IT*

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