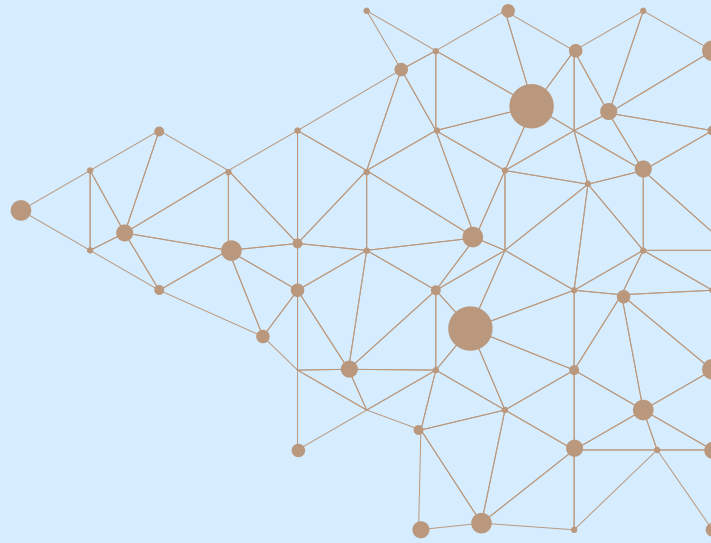
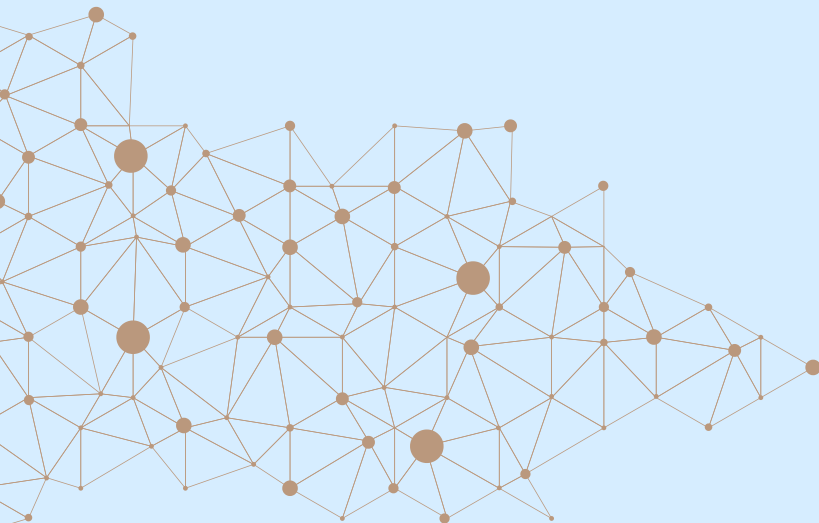




2025

ANNUAL REPORT



SBS IS THE VOICE OF
25 MILLION
EUROPEAN SMEs IN
STANDARDS
THROUGH 22 MEMBER
SMEs ASSOCIATIONS

#Standards4SMEs



99%
of all businesses in
Europe **are SMEs**

Small Business Standards (SBS) aims to enhance SMEs and SME association awareness of standards' benefits, facilitate their adoption and encourage SME involvement in standards development through **3 core missions**:

1

ADVOCATE

Representing the interest of SMEs in standardisation at European and international level through 60+ SBS experts.

2

RAISE AWARENESS

Fostering understanding and uptake of standards among SMEs, and participating in EU-funded initiatives that promote standards for progress and innovation.

3

EMPOWER SMEs

Motivating and equipping SMEs with the knowledge to engage in standardisation activities.

www.sbs-sme.eu

TABLE OF CONTENTS

ABOUT SBS	2
FOREWORD BY THE PRESIDENT	4
2025 IN NUMBERS	5
HIGHLIGHTS OF THE YEAR	6
SME participation in technical standardisation work	6
Involvement with standardisation bodies	8
Contribution to European policies and regulations	10
Sectoral activities	12
Projects	13
Awareness-raising, Visibility and Communication	14
MEMBERS	19

FOREWORD BY THE PRESIDENT

In 2025, SBS continued its efforts to secure a voice for SMEs in a rapidly changing economic and standardisation environment and reinforced its role as a key stakeholder, ensuring that standards serve as an effective tool for SME business strategy and industrial policy.

In addition to traditional sectors where SBS continues to serve, supporting the SMEs' market access and competitiveness, SBS has become a reliable partner in emerging technologies; digitalisation, artificial intelligence, cybersecurity, and green technologies, where standards are critical to guiding these new fields. With over 75 SBS experts appointed to 290 Technical Bodies at the European and international levels, including new fields added to our portfolio in 2025 such as Sustainable Cities, eHealth, Quantum Technologies, and Non-Active Medical Devices, SBS ensured that standards integrate the reality and needs of SMEs. Our Annual Conference on empowering SMEs in the renewable energy sector underscored our commitment to sectors critical to Europe's future.

Standards often seem technical or abstract, but their impact is concrete. They lower costs, reduce errors, and accelerate time to market; they ensure consistent quality and enable products and services to travel freely across borders. For SMEs, this means easier access to new markets, regulatory compliance, and increased credibility. In 2025, our workshop on digital transformation, our webinar on Web 4.0 and Virtual Worlds, our ICT and Lift Forums, and practical tools like the PPE compendium and updated SME guides aimed to demonstrate this impact for small businesses. With 770,000 people engaged through the Meeting Standards campaign, SBS continued to shine a light on the essential contribution of standardisation to Europe's economic competitiveness and resilience.

SBS actively participated in the revision of Regulation 1025/2012 to ensure the European standardisation system remains inclusive and recognises that integrating SME needs into standards is critical to the effective implementation of industrial policies. SBS continues to support education and skills initiatives to increase SMEs' understanding of the importance of standards in business strategy. At the High-Level Forum, we presented the final report on national inclusiveness and contributed to the education discussions, reinforcing our role as a key player in shaping standardisation policy.

As in previous years, SBS has continued to deepen its relationship with the European Standards Organisations, serving as an active contributor to the governing and technical bodies of CEN, CENELEC and ETSI. On the international scene, SBS has strengthened its institutional cooperation with ISO to bring the importance of SMEs to the foreground of standardisation. In 2025, SBS participated in the Making All Voices Heard a Reality interactive workshop, organised during the ISO Annual Meeting 2025 in Kigali, Rwanda.



2025 marked the final year of President Gunilla Almgren's remarkable tenure. Her visionary leadership since SBS's inception established us as the leading SME voice in standardisation. I express my profound gratitude to Gunilla and look forward to continuing our mission with the new 2026–2029 Board, as we champion SME interests in a fast-evolving landscape.

A handwritten signature in brown ink, reading "G. Almgren". The signature is fluid and stylized, with a long horizontal line extending from the end.

President
Small Business Standards (SBS)



75 EXPERTS

2025

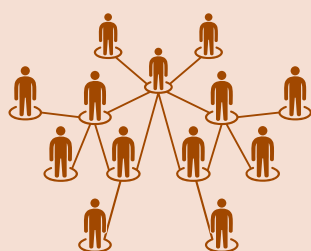
IN NUMBERS



18 POSITION PAPERS
& CONTRIBUTIONS
TO CONSULTATIONS



290 TECHNICAL
BODIES WITH SBS
REPRESENTATION



830 000
PEOPLE REACHED
BY SBS ONLINE
COMMUNICATION



+6 650 FOLLOWERS



HIGHLIGHTS OF THE YEAR

SME PARTICIPATION IN TECHNICAL STANDARDISATION WORK

Advancing EU Priorities and SME reality in Standards

In 2025, SBS appointed 75 experts in total to contribute to European and international standardisation work. SBS maintained representation across 290 different Technical Committees (TCs), Sub-Committees (SCs), and Working Groups (WGs), ensuring SME voices were heard in critical standardisation decisions.



Training & Capacity Building

SBS held its annual experts' meeting in hybrid format. Topics included: expert roles and responsibilities, the revised lump-sum system, CEN-CENELEC Guide 17, the SME Compatibility Test, updates from DG GROW, CEN, CENELEC and ISO. Two specialist training sessions were organised for experts throughout the year on Circularity & Ecodesign and Cybersecurity & Digital Requirements.

New: Experts Cafés

SBS introduced 'Experts Cafés', informal online peer-exchange sessions. These sessions respectively focused on SBS Working Groups and SBS's right to issue opinions on CEN/CENELEC deliverables.

Key Technical Achievements

Hardware-Software Interoperability Standard (ETSI TC RRS)

> An SBS expert active in ETSI TC RRS on Reconfigurable Radio Systems proposed a new draft standard to foster hardware-software interoperability and open competition. Approved in December 2024, the draft standard underwent active development in 2025 within ETSI TC RRS/WG 3. This initiative aims to reduce SME dependence on proprietary solutions and lower barriers for European software developers.

IFC Compatibility Policy Adopted (ISO/TC 59/SC 13)

< ISO formally adopted a new Compatibility Policy for ISO 16739-1 (IFC – the primary interchange format for the building sector), directly building on the SBS Position Paper on IFC compatibility from 2023. The policy balances innovation support with stability for the global IFC user community, and is particularly relevant to SMEs that have historically faced disproportionate costs from incompatible IFC versions. The SBS expert in charge, chaired the editorial committee responsible for drafting the new policy.

Respiratory Protective Devices (EN 13794)

> SBS provided decisive written input into the ongoing revision of EN 13794 (Respiratory protective devices – Self-contained closed-circuit breathing apparatus for escape). As a direct result, technical requirements, test method parameters and usability factors were adjusted to better reflect realistic needs and to take into account the specific constraints of SMEs.

Standardisation Request on Windows & Doors (CPR)

< The SBS expert following CEN/TC 33/WG 1 contributed through the CPR Acquis Subgroup to the draft Standardisation Request on door and window products. His input on thermal transmittance (U_w), reference sizes and wind load requirements helped make the SR more flexible by reducing testing burdens and aligning requirements with SME capabilities.

Unlocking efficiency with standardisation tools

SBS continued to promote CEN-CENELEC Guide 17 across multiple channels. In December, SBS gave a dedicated presentation to CEB-BEC (the Belgian NSB member of CENELEC).

GUIDE 17 video





SME Compatibility Test

The SME Compatibility Test, a tool based on CEN-CENELEC Guide 17 designed to assess whether draft or final standards adequately address SME needs, continued its upward trajectory in 2025, with **93 valid tests carried out across the year**. This represents a continued increase compared to previous years, driven by the requirement introduced in 2023 for SBS experts to apply the test to all draft standards under enquiry within their technical bodies.

A major milestone of the year was the official launch in December 2025 of a fully updated version of the test, following a structured evaluation process that gathered feedback from members and experts throughout the year. The revised tool introduces a more stringent scoring system better aligned with real SME implementation challenges, a new flagging mechanism to highlight critical flaws in otherwise acceptable standards, increased weighting for questions on compliance costs and normative references, and new questions assessing the clarity of the standard and the availability of specific guidance for SMEs. Together, these changes make the Compatibility Test a more precise and actionable tool for experts representing SME interests in technical standardisation work.

INVOLVEMENT WITH STANDARDISATION BODIES

Participation in CEN and CENELEC

Throughout 2025, SBS maintained its active role in CEN and CENELEC governing and advisory groups, contributing to strategic decisions and ensuring SME perspectives were consistently represented across Technical Boards, General Assemblies and working groups.

A central theme across all these engagements was the evaluation and upcoming revision process of Regulation (EU) 1025/2012 on European standardisation. SBS consistently advocated for faster standards development in support of the AI Act and the Cyber Resilience Act, while stressing that speed should not come at the expense of proper SME involvement. A noteworthy development was the introduction of a pilot proposal for a new type of deliverable, the European Agile Specification, designed to enable faster and more responsive standards development, with pilots expected in 2026. SBS also contributed to an action plan to implement the recommendations of the High-Level Forum Workstream 3 on national inclusiveness.

SBS also joined two new CEN-CENELEC Coordination Groups on the environment and on Ecodesign, and participated actively in the Commission's Ecodesign Forum, following the implementation of the Ecodesign for Sustainable Products Regulation and the development of the first Ecodesign Working Plan. Across all these activities, SBS consistently called for proportionate measures and phased implementation timelines to avoid disproportionate burdens on SMEs.



EMPOWERING THE VOICE OF SMEs

Participation in ETSI

SBS, represented by the European Digital SME Alliance, was active throughout the year in the ETSI Board, its project subgroups and the General Assembly, with the overarching goal of promoting SME inclusiveness in ETSI governance and decision-making.

Key achievements included contributing to a new streamlined process for ETSI Standardisation Requests, guaranteeing Annex III organisations the right to receive information and submit comments at all procedural stages from January 2026, and securing support for the creation of a new ETSI Technical Committee on Quantum Technologies, recognising the growing number of European SMEs active in this field. SBS also successfully tracked the ETSI Human Rights Project through to its endorsement by the Board, ensuring human rights considerations were integrated into standards development without imposing excessive administrative burdens on SMEs.

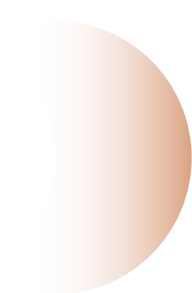
Collaboration with National Standards Bodies

In 2025, SBS actively developed its network of National Standards Bodies and national SME associations, engaging with counterparts in **Germany, Luxembourg, Ireland, Serbia and Romania** through bilateral exchanges and joint meetings. These interactions explored concrete opportunities for cooperation, including translating and disseminating SBS publications at national level and organising joint awareness-raising events for SMEs. Several National Standards Bodies also participated in the Meeting Standards campaign activities in 2025, reflecting a growing interest in collaborative outreach, a partnership that SBS intends to strengthen and extend further in 2026. Building on the momentum generated in 2025, SBS aims to make national outreach a more systematic and structured part of its activities in the coming years, raising awareness about the importance of standardisation for SMEs.

Empowering SME voice at international level

SBS strengthened its relationship with ISO through a series of high-level engagements during the year. A bilateral meeting with the ISO Secretary General led to a formal proposal by SBS for the creation of a dedicated ISO policy group on SMEs, submitted by letter in the spring. ISO also committed to reviewing the liaison process for Technical Committees with a view to reducing waiting times and streamlining procedures.

SBS contributed to several ISO events, including the ISO Regional Forum for Europe and Central Asia focused on SME involvement, and the ISO Annual Meeting in Kigali, where SBS participated as both speaker and coordinator in a workshop on improving inclusiveness in ISO technical and policy work. As a mark of recognition for these efforts, SBS was informed that it **ranked among ISO's top 15 organisations in terms of contributions to international standardisation work.**



CONTRIBUTION TO EUROPEAN POLICIES AND REGULATIONS

Participation in the High-Level Forum on European Standardisation

SBS remained actively engaged in the High-Level Forum throughout 2025, contributing to multiple workstreams and ensuring SME perspectives were reflected in strategic discussions. A central focus was the operationalisation of the Workstream 3 final report on national inclusiveness, co-led by SBS and endorsed by the Forum in 2024. SBS pushed for harmonised participation measures across countries, better awareness of standardisation, and systematic implementation of Regulation 1025/2012.

A concrete timeline was adopted for the different stakeholder categories, i.e. the EC, NSBs, Member States and private stakeholders, to implement the respective recommendations. SBS also contributed to the early development of the 2026 Annual Union Work Programme on Standardisation and followed up with discussions on the Forum's renewed mandate starting in January 2026.

Participation in Commission Groups and Committees

SBS participated in the Committee on Standards, presenting the recommendations of HLF Workstream 3 and engaging in policy discussions on the revision of Regulation 1025/2012 and the delivery of the standards requested in support of the AI Act.

SBS was also active in responding to consultations on two draft standardisation requests on ecodesign requirements for light sources and separate control gears, and on energy labelling requirements of light sources, and a letter recommending the rejection of the draft Standardisation Request on structural metallic products, citing unrealistic deadlines and disproportionate burdens for SMEs. This input was taken on board and the request is to be reissued with revised timelines.

Awareness Campaign for European Policymakers

SBS maintained regular contact with MEPs and European Commission officials throughout the year, raising awareness of the importance of standardisation for SMEs. A highlight was a breakfast discussion event organised by SBS in June on the theme "The Future of Standards for the Single Market," bringing together MEP assistants, Commission representatives and standardisation bodies at a particularly timely moment following the publication of the Single Market Strategy. SBS also participated in the Annual European SME Assembly in Copenhagen, contributing to a panel on the business case for standardisation alongside Commission officials and SME entrepreneurs. The goal of this event was to raise awareness of the economic benefits of standards for SMEs and how to increase their involvement in standardisation at national and European level.



Position papers and contribution to consultations

2025 was a particularly active year for policy engagement, with SBS producing over **18 consultation replies and position papers** covering topics directly relevant to SMEs. These included replies to consultations on the Single Market Strategy, the EU Strategy for Startups and Scaleups, the Multiannual Financial Framework (MFF), the Simplification Omnibus and the revision of Regulation 1025/2012. On this last topic, SBS also co-signed a joint reply with EBC and SMEunited. Across all these contributions, SBS consistently called for greater simplicity, better use of existing standards, and inclusive stakeholder involvement in standardisation processes.

SMEs Guides

As part of its commitment to providing SMEs with accessible and practical resources, SBS published three significant guides in 2025. These publications translate complex regulatory and technical frameworks into clear, actionable guidance, helping SMEs navigate new legislative requirements, strengthen their compliance capacity and make better use of standards in their daily business activities.

SME Guide on the revised Construction Products Regulation co-published with EBC.

Updated guide incorporating clearer step-by-step explanations, new visuals and practical templates to help SMEs navigate the new regulatory framework, including the Declaration of Performance and Conformity, CE marking and the Digital Product Passport.

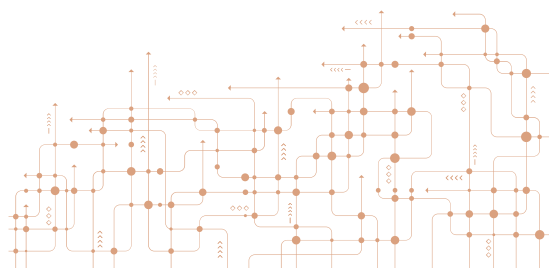


SME Guide on the implementation of ISO/IEC 27001:2022 on Information Security Management Fully revised guide updated to reflect both the 2022 version of the standard and the requirements of the NIS2 Directive, with simplified language and practical examples tailored to smaller businesses.

PPE Compendium for the Construction Sector, Comprehensive practical reference covering risk assessment, PPE categories and relevant standards, the legal framework under the PPE Regulation, and environmental and sustainability considerations.



SECTORAL ACTIVITIES



DIGITALISATION

SBS's Digitalisation Working Group met twice, addressing AI sandboxes, the Cyber Resilience Act, Data Act, IoT interoperability, digital twins, and eHealth, while contributing to consultations on the Data Union Strategy, Radio Equipment Directive, and Regulation 1025/2012.

SBS was active in the Multi-Stakeholder Platform on ICT Standardisation, contributing to the 2026 Rolling Plan and a new task force on Regulation 1025/2012, and participated in the Radio Equipment Directive Expert Group tracking interactions between the RED Delegated Act, CRA, and AI Act. SBS also backed the creation of a new ETSI Technical Committee on quantum technologies, reflecting SMEs' growing role in the sector.

SBS organised a webinar on Web 4.0 and virtual worlds, hosted the ICT Forum at the DIGITAL SME Summit in Brussels, and ran a flagship workshop on digital skills for SMEs in the PPE and textile sectors, covering AI, cybersecurity, smart textiles, and Digital Product Passports.

SBS published an updated SME Guide on the implementation of ISO/IEC 27001:2022 on information security management, revised to reflect the updated standard and the requirements of the NIS2 Directive.



LIFTS

SBS's Working Group on Lifts held its first meeting of the year, focusing on new standardisation priorities related to digitalisation and cybersecurity in the sector, and on SBS's positioning in the context of the ongoing evaluation of the Lifts Directive. SBS participated in meetings of the Commission Expert Group on Lifts, engaging on the evaluation of the Lifts Directive and on the implications of the new Machinery Regulation, the Cyber Resilience Act and the AI Act for the sector. SBS called for clear national rules on access to maintenance tools and instructions ; and contributed additional written comments to the evaluation process.

SBS also followed the work of the Notified Bodies for Lifts and their working groups on lift safety and cybersecurity, notably on the implementation of the new Machinery Regulation for connected lift components and the revision of the relevant Recommendation for Use. The **SBS Lift Forum, held at the Interlift Fair in Nuremberg** in October provided practical training on key regulatory and technical developments affecting lift SMEs, including new accessibility standards, digitalisation in maintenance and the implications of the Machinery Regulation.



CONSTRUCTION

SBS's Working Group on Construction met twice during the year, focusing on the practical implementation of the revised Construction Products Regulation (CPR) and its implications for SMEs. Key topics included Life Cycle Assessment methodology, the Digital Product Passport, and the interaction between the CPR and broader EU policy initiatives such as the Circular Economy Act and the Industrial Accelerator Act.

SBS participated actively in several Commission expert groups and advisory bodies related to construction, including the CPR Acquis Steering Group, the Standing Committee on Construction, the Advisory Group of Notified Bodies and the High-Level Construction Forum. Through its expert in the CPR Acquis Subgroup on Windows and Doors, SBS successfully influenced the draft Standardisation Request on door and window products, securing the inclusion of calculation methods alongside physical testing and achieving greater flexibility on wind load resistance, thereby reducing testing burdens for SME manufacturers.

SBS and EBC updated their SME Guide on the revised CPR and also released a joint position paper calling for proportionate sustainability requirements and simplified declaration options for SMEs. Additionally, SBS co-signed an industry statement backing the planned Industrial Accelerator Act.

SUSTAINABILITY



SBS's Working Group on Sustainability met twice during the year, focusing on two main topics. The first was the Digital Product Passport (DPP), where the group worked to ensure that the emerging DPP ecosystem and related standards adequately reflect SME needs and constraints. SBS contributed actively to the Commission's consultations on rules for DPP service providers, advocating for a flexible, scalable and proportionate conformity assessment process with affordable costs and harmonised standards. The second was sustainability reporting, where SBS, through SMEunited's participation in EFRAG, contributed to the revision of the European Sustainability Reporting Standards and to awareness-raising activities around the Voluntary Reporting Standard for SMEs.



PERSONAL PROTECTIVE EQUIPMENT (PPE) & TEXTILE CARE

SBS's PPE and Textile Care Working Group met twice, covering topics such as Digital Product Passports, wearables convergence, dual-classification issues under PPE and Medical Devices Regulations, and PFAS testing standards – the last of which is being considered for a future position paper.

SBS also participated in the Commission's PPE Expert Group, tracking developments on IMERA, EN 149 revision, and digital declarations of conformity, and attended Medical Devices Coordination Group meetings monitoring MDR/IVDR implementation and engaging in a new sustainability-focused Task Force.

SBS published the PPE Compendium for the Construction Sector, a practical reference tool covering risk assessment, PPE categories and relevant standards, the legal framework, and environmental and sustainability considerations.

PROJECTS



The EDU4Standards project, running from January 2024 to February 2027, aims to embed standardisation more deeply into higher education across Europe. The project addresses the current gap in academic curricula and the need for a new generation of standardisation-savvy professionals. The project's key objectives include:

- Developing and piloting an Innovative Teaching Concept on Standardisation (ITCoS), tailored to various educational settings, with pilot programs designed to enhance and refine standardisation education across EU.
- Organising Academic Standards Days to increase awareness and student engagement.
- Implementing pilot programmes to integrate and refine standardisation teaching across diverse educational and professional settings, including Bachelor's and Master's degrees, customised in-company training (including an SME pilot training), extra-curricular activities, seasonal schools, and online learning formats such as digital platforms and serious games. Establishing an EU Student Standardisation Association to foster long-term involvement and networking.
- Building a sustainable community of educators and learners active in the field of standardisation.

The project aims to create lasting impact by embedding and enhancing standardisation knowledge and skills across diverse educational environments in Europe. Its pilot programmes are key to developing skilled experts and ensuring curricula remain relevant to evolving needs.

AWARENESS-RAISING, VISIBILITY AND COMMUNICATION

Throughout 2025, SBS maintained a strong and consistent communication presence across multiple channels, keeping its members, experts and broader stakeholder community informed and engaged. Regular issues of both its external newsletter and internal Action Flash ensured timely information-sharing on key standardisation and policy developments. SBS also finalised and published its 2024 Annual Report and the 2024 Experts Activities Report, providing comprehensive overviews of the organisation's activities and the contributions of its expert network.

To strengthen its educational outreach, SBS launched a new social media series called "Did You Know?", designed to explain key aspects of standardisation and SME involvement in a concise and accessible format. More broadly, SBS continued to enhance its presence on social media, particularly on LinkedIn, generating significant reach and engagement throughout the year and confirming digital channels as a key tool for amplifying SBS messages among European stakeholders. Joint social media campaigns were run with CEN and CENELEC to mark MSME Day and World Standards Day.

In 2024, SBS' online presence reached over **830 000** people to raise awareness about standardisation.



Ensuring SME representation

Three press releases were issued during the year, covering SBS's position on the Single Market Strategy, the implementation of sustainability requirements under the CPR, and the election of the new SBS President. Internally, SBS launched a new intranet platform at the start of the year to improve collaboration and information sharing within its expert network, complementing the broader communication efforts deployed externally.

SBS maintained an active presence at external events throughout the year, participating in a wide range of conferences, workshops and policy forums at European and international level. At the ISO Annual Meeting in Kigali, Rwanda, SBS contributed as both speaker and coordinator in a workshop on improving inclusiveness in international standardisation. At the CEN and CENELEC Annual General Assembly in Luxembourg, SBS engaged with Commission officials and National Standards Body representatives on the future of the European standardisation system.

SBS also contributed to the European Internet Forum on the revision of Regulation 1025/2012, participated in the Annual European SME Assembly in Copenhagen, and took part in the First Conference for the Citizen Energy Advisory Hub dedicated to clean energy transition across Europe.

At sectoral level, SBS contributed to the EU Circular Talks with a panel on circularity in construction, presented at the AFCOS project event on standardisation for the twin transition, and participated in a workshop on cold spray technology standardisation in Italy. On the occasion of EFESME's 20th anniversary, the SBS President and Secretary General addressed the crucial role of SMEs in standardisation processes. SBS also welcomed delegations from the University of North Carolina and the Swedish SME association Företagarna in Brussels, using these visits to raise awareness of European standardisation among international and national audiences.



Meeting Standards Campaign and Annual Conference

The third edition of the Meeting Standards campaign took place over one week in November 2025, bringing together standardisation bodies, SME organisations and other stakeholders from across Europe. The campaign achieved outstanding outreach results. **Online communication activities reached over 771,000 people and 33,000 video views** representing a considerable increase compared to the previous edition.

The SBS Annual Conference, held as the flagship event of the week, focused on the role of standardisation in supporting SMEs in the renewable energy sector, building on the findings of the SBS study published in 2024 on the role and challenges of SMEs in the renewable energy sector.

As part of the campaign, SBS launched a new edition of its Success Stories initiative, featuring six case studies showcasing how SMEs and standardisation experts have leveraged standards to improve processes, product quality, market access and supply chain resilience.

The campaign brought together a broad coalition of European organisations and national standards bodies, including CEN, CENELEC, ETUC, ECOS, ANEC, EBC, COSMED, the Romanian national standards body ASRO, the Portuguese national standards body IPQ and the Irish national standards body NSAI, reflecting the transversal relevance of standardisation across sectors and countries. The campaign week also featured a dedicated series of video interviews on women in construction and standardisation, published by EBC throughout the week.



+770 000
people reached
across Europe
during **Meeting
Standards**

Visit Meeting Standards Website to view all the activities



2025



SBS Annual Conference | Meeting Standards



SBS event | The Future of Standards for the Single Market



Visit University of North Carolina at Greensboro



New President elected



Gunilla Almgren concluded her term as President



ISO Annual Meeting



30th meeting of the Committee on Standards



Meeting Annex III organisations and European Commission



High Level Forum



SBS ICT Forum



SBS General Assembly



SBS EXPERTS Meeting

2025

MEMBERS

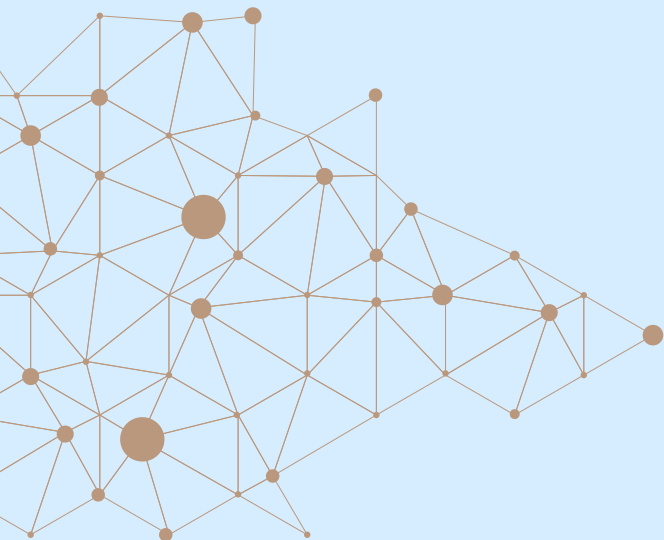


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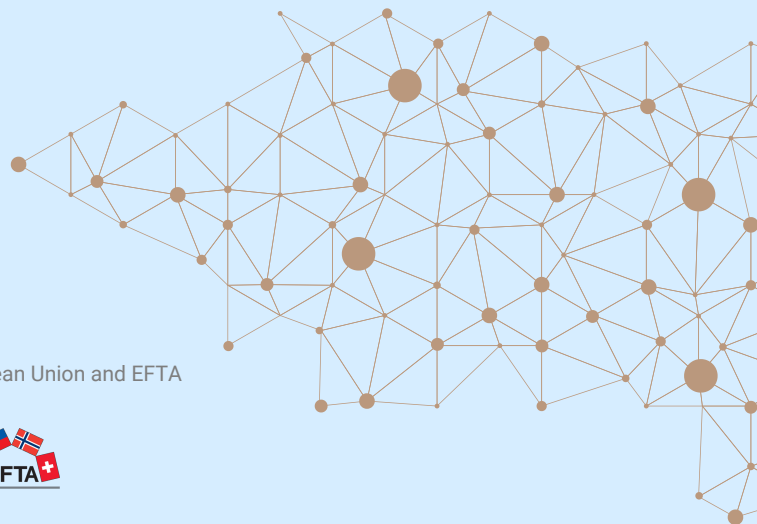




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