

# FIRST EUROPEAN SME WEEK OPENING EVENT

BRUSSELS, 6 MAY 2009

Royal Museum for Art and History (Jubelpark, Parc Cinquantenaire)

## 18:00 Welcome addresses

**Sabine Laruelle** – Ministre des PME, des Indépendants, de l'Agriculture et de la Politique scientifique, Belgium

**Günter Verheugen** – Vice President, Commissioner for Enterprise and Industry, European Commission

## 18:15 Talk show "Entrepreneurship on TV"

**Moderator: Conall Ó Móráin** – Today F M, Ireland  
Transmitting on the entrepreneur's wavelength – The Sunday Business Show

**Leona Achtenhagen** – Jönköping International Business School, Sweden  
Entrepreneurship on the screen – TV and movies

**Alain Coumont** – Le Pain Quotidien, Belgium  
The entrepreneur's daily bread – Does TV show the entrepreneur's life correctly?

**Françoise Le Bail** – Deputy Director General, European Commission  
Europe needs more entrepreneurs – European initiatives to promote entrepreneurship

**Manual Lozano** – Lua Multimedia, Spain  
Competition on the Screen – Generation XXI: Entrepreneurship Contest.

**Roman Młodkowski** – TVN, Poland  
Hands-on advice for business starters – The Polish TV programme "Firma"

**Gediminas Pauliukevičius** – Northtown Technology Park, Lithuania  
The Baltic Dragons – Worth a million.

**Katharina Uppenbrink** – Verband Deutscher Drehbuchautoren e. V., Germany  
TV and its influence on attitudes towards different professional occupations

## 19:30 Presentation and award of video contest winners in the presence of Vice-President Günter Verheugen and the international Jury

Members of the international Jury:

**Marco Müller** – Swiss film producer, winner of the prize for the screenplay at Cannes 2001 and the Oscar 2002 for best foreign film "No Man's Land", director of the Cinema section of the Venice Biennale Foundation and the director of the Venice International Film Festival (Mostra Internazionale d'Arte Cinematografica) since 2004.

**Sonja Heiss** – German film director: "Schnell und Sauber" (short film – 1999), "Karma Cowboy" (docu-fiction – 2002), "Christina Without" (short film – 2004) and "Hotel Very Welcome". Mrs Heiss has already won several awards and her films were screened at many international Film Festivals.

**Martin Holecko** – Czech entrepreneur. Founder of ET NETERA, a leading Czech e-business solution supplier. ET NETERA won several international awards, like the Deloitte CEE Fast 50 and EMEA Fast 500 (both more than 5 times), and in 2008, the Stevie Awards (International Business Awards) with its project "Offlineblog".

## 20:30 Networking Cocktails

As parking space is limited, guests are advised to use public transport

