

enterprise
europe
network

The Enterprise Europe Network



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European Innovation Council and SMEs Executive Agency
(EISMEA)

een.ec.europa.eu

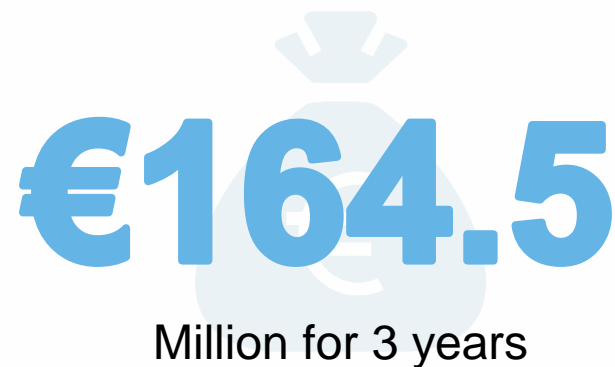


The world's largest support Network for innovative SMEs with international ambitions

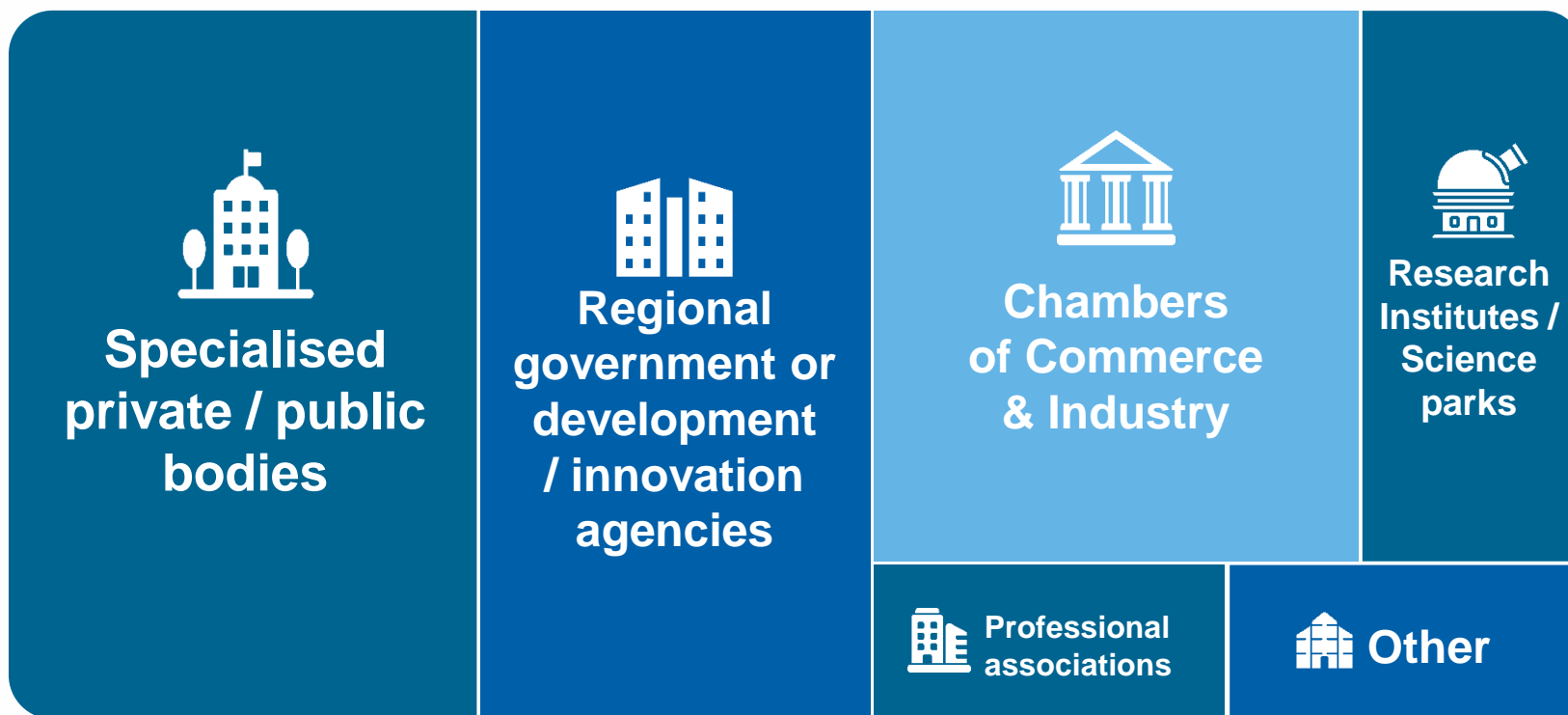
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The Network in figures



Network Composition



The Network approach

How we help SMEs



Client-centric

We place the client's needs at the heart of the Network's mission.



Tailored services

We can tailor our services and provide support to businesses at any stage of their growth path.



Expertise

The Network's international advisers have the experience and resources to help your business thrive.

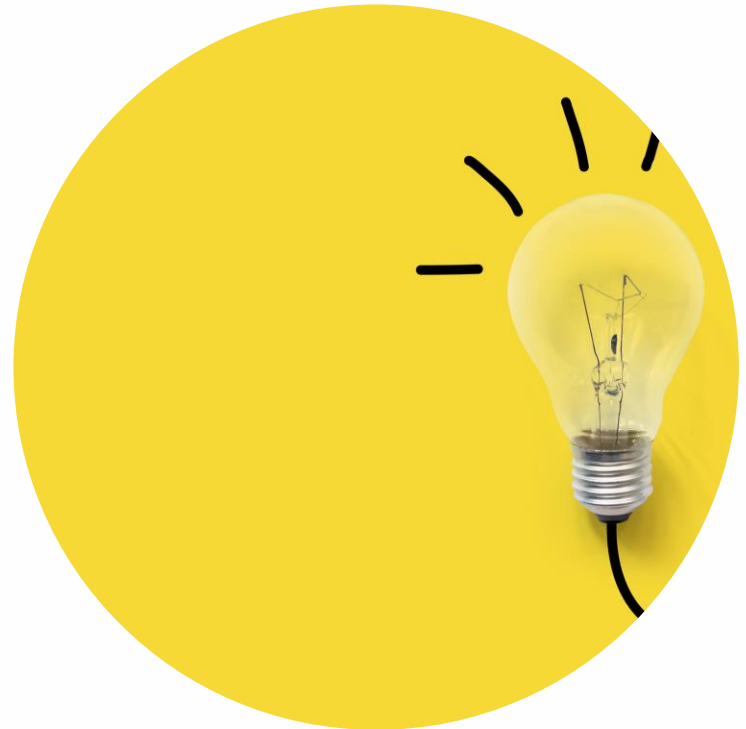
Advice & support

How we help SMEs



Innovation

Enhancing SMEs' potential to **innovate**, grow and develop new products, services and business models processes



Access to finance

Providing advice on
EU funding instruments
and other financial
support tools



The Single Market

Help SMEs navigate **EU legislation**, rules and formalities and address Single Market obstacles



Business partnering

Helping SMEs find the right
business partners abroad



Internationalisation

Supporting SMEs to help them access **international markets** and business opportunities



Sustainability

Helping SMEs in their transition to more sustainable business models



Digitalisation

Helping SMEs tailor digital solutions to their business needs



Resilience

Empowering SMEs by building up their business **resilience** to future challenges



Start-ups and Scale-ups

Accompanying SMEs to
scale-up and grow
internationally through
high-end and tailored
support from EEN Scale-
up Advisors



Areas of expertise

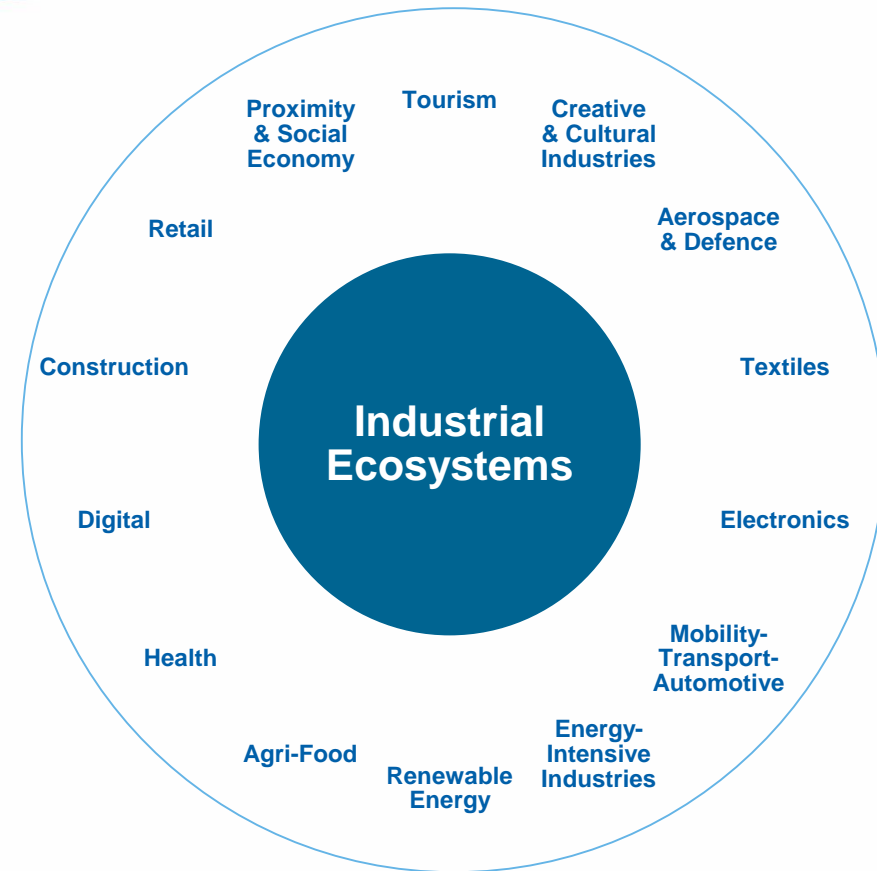
Sector Groups

- 15 SGs aligned with the industrial ecosystems
- Client-oriented activities
- Connecting with ecosystem stakeholders
- Providing policy feedback



Thematic Groups

- 10 TGs aligned with the Network activities & priorities
- Network-oriented / capacity building activities
- Connecting with thematic stakeholders
- Providing policy feedback



Areas of expertise

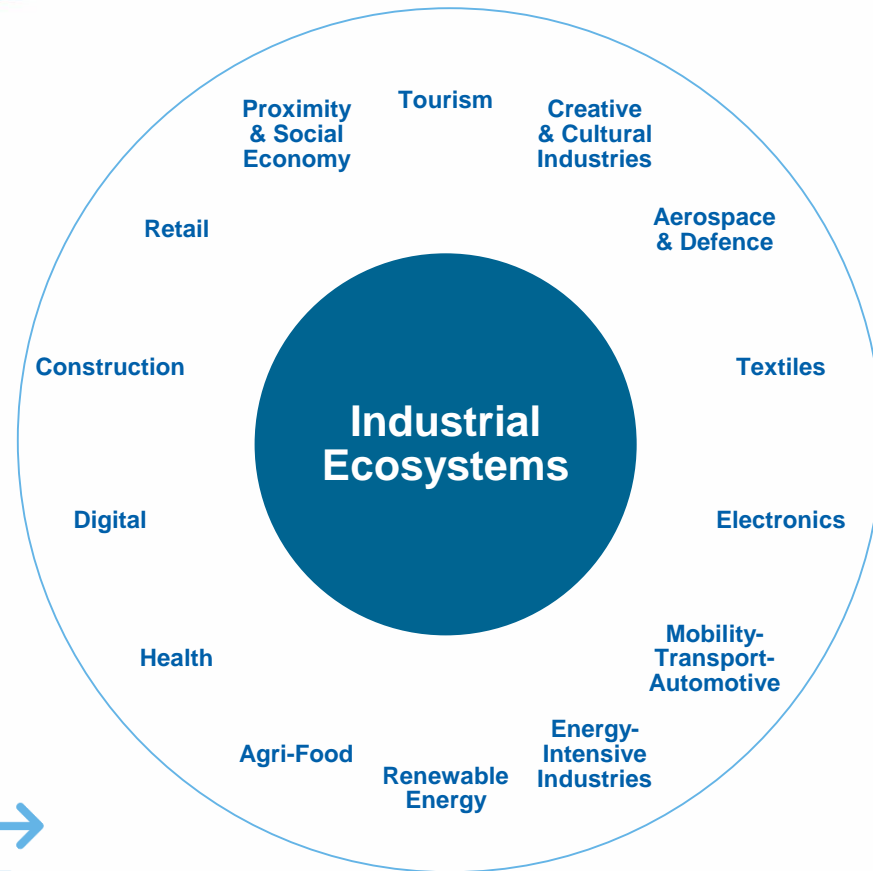
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Key achievements



+2,5 M

SMEs benefitted from our information services and training sessions



+4,2 M

SMEs benefitted from key Network services 2008 - 2021



+360 K

SMEs participated in our matchmaking events where they held +700 K business meetings



+500 K

SMEs received advice from our experts to help them innovate and grow internationally



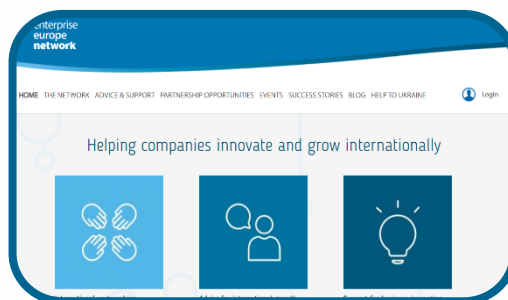
+25 K

SMEs benefitted from our tailored innovation support packages

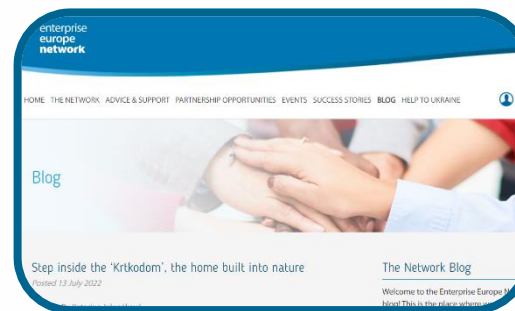
Communicating the Network



Social Media



Public Website



Network Blog



An open Network



Coordination

We bring together and coordinate regional perspectives to provide better services to our local partners and clients



Synergies

We foster synergies with regional, national and European business support ecosystems to better support SMEs



Cooperation

We work in close cooperation with key stakeholders, European programmes and initiatives

EEN services in a nutshell

	EIB	EUREKA	Sustainability	Digitalisation	Resilience	ECCP	EDIH	ERDF
EIE	Innovation	Business partnering		Scale-up	Single Market	EIC	RRF	
COST	EIP Group	Access to funding / finance	SME Feedback	Internationalisation	Industrial Ecosystems	EYE	EIT	

Thank you!

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#EENCanHelp

Eurochambres Workshop:
Consumer Law ready: Linking the Network

“Single Market issues covered by the EEN in a VUCA World”

Alexander Lau
Chair of the Thematic Group Single Market



The European Single Market

Fundamental EU freedoms:

1. Free movement of goods
2. Free movement of people
3. Freedom of provision of services, esp. cross-border
4. Freedom of movement of capital



The Single Market Thematic Group

- Single Market is the DNA of the EU
- “Work tool” between EEN partners, SMEs, EU policy makers and EEN ecosystem (“sharing of experiences, “best practises”)
- Dealing with all topics related to the four freedoms of the EU, in addition EU-legislation - e.g. standards, CE-marking, posting of workers/cross-border services, public procurement and tender opportunities, cross-border IP,
- Feedback activities of the Network and the EU institution (COM, EP, Council)



The Single Market Thematic Group

Three Sub-Groups:

1. SME Feedback

1. Public Procurement

2. Intellectual Property

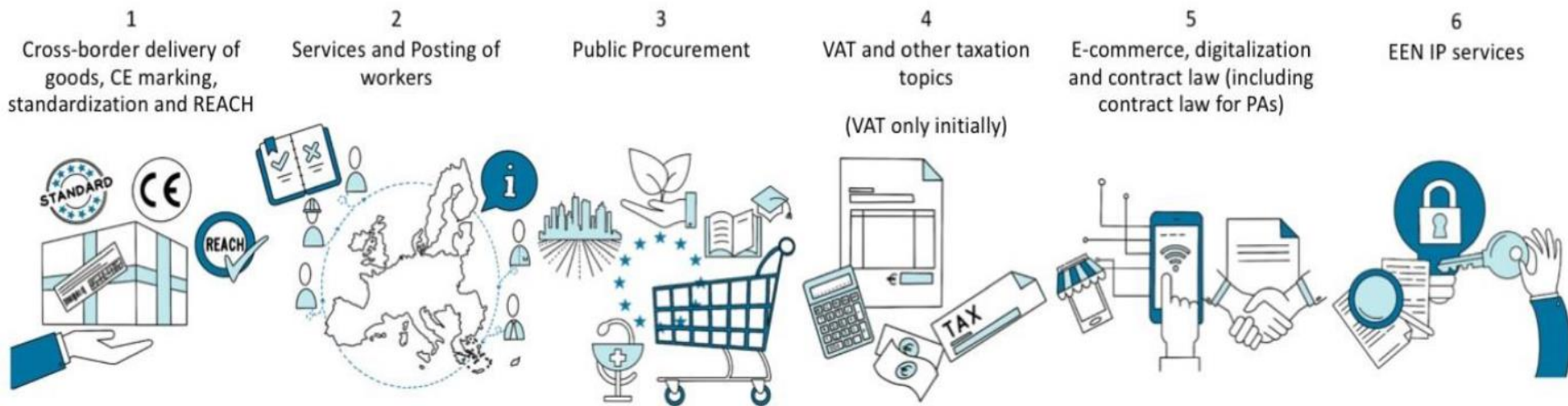
→ Total of around 150 members

- Evolution in support since 2015: more client-centered approach; individual assistance

- Rebalancing EEN activities: from prominent attention to mainly innovation actions to integrated Single Market services



The Mapping: EEN SM basic service area



The Single Market Thematic Group

Preparing for the Future



- We are living in a complex VUCA world
- Implementation of the new EEN vision
- Single Market TG is a key promotor of the new vision
- Client Journey design
- Defining Single Market Service area
 - basic services
 - more advanced services

EEN in COVID-19 crisis: Dealing with disruption in SM issues

- Barriers to free movement of goods (CE-marking, other product rules)
- Services, cross border workers, social security/health coverage
- Help for understanding legal requirements for transforming products to meet Covid-19 related needs (PPE, sanitization products, isolation equipment....)
- Contract issues (non fulfilment of partnership agreement arrangements due to the crisis)
- Valuable SME feedback to the Commission Services on the impact of the crisis
- We are well connected to the national and regional governments to flag out problems with regard to SM issues



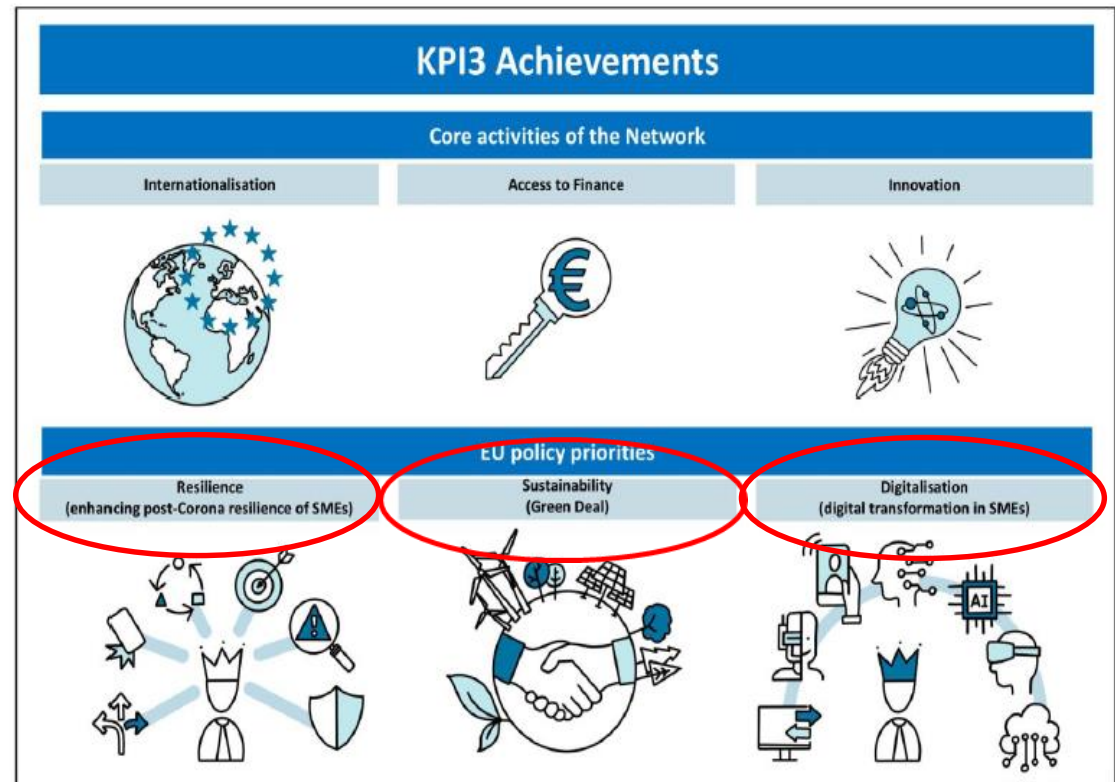
EEN in a multiple crisis challenge

Complex “wicked” problems need joint minds and hands

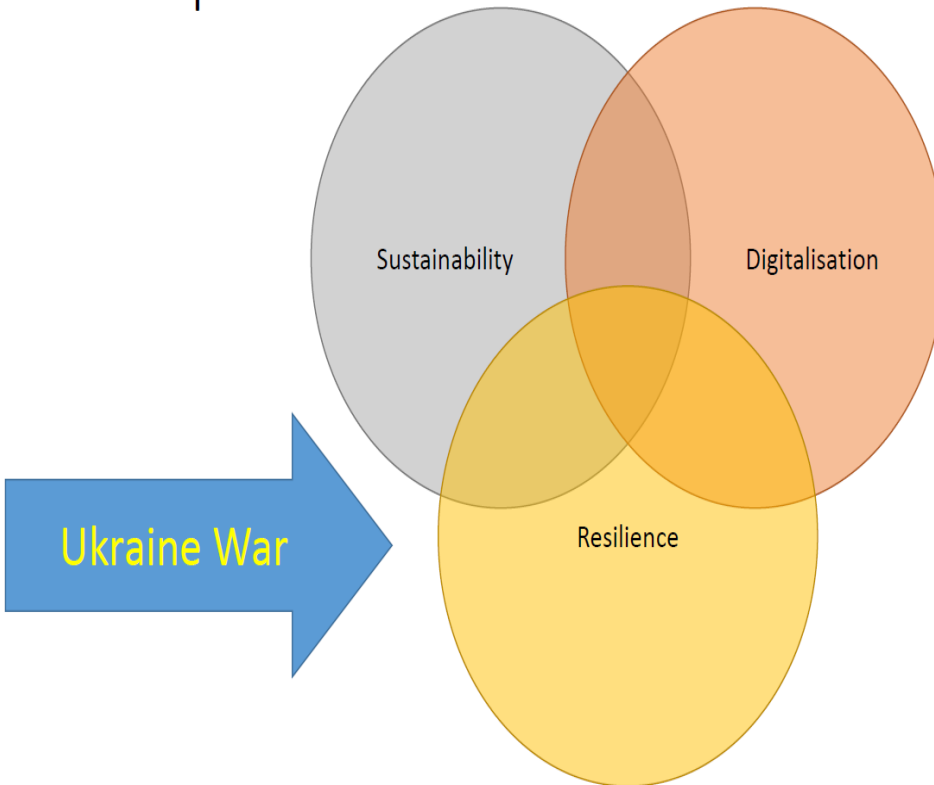
- Complexity of cases and client journeys calls for co-operation, co-creation, co-operation
- Reach out to other stakeholders
- Exploit the talents in your ecosystem



A new contract, a new context, new priorities



The triple transition



Basic advisory services of the Network: From the EEN vision process to the new challenges of today and new EEN performance tools

Changing priorities for the Network in challenging times:

- **New political issues:** Energy safety, supply chain disruption, Covid crisis, Russian war in Ukraine ...
- **Green Deal**, the "Fit-for-55-package" and the sustainable pathway of industrial ecosystems, digital transition processes for our companies.
- **New network performance:** new client journeys, more communication and cooperation, greater agility and flexibility, more awareness-rising campaigning, better visibility, new challenges for training and capacity building





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