



Round table with Small and Medium-sized Enterprises (SMEs) to celebrate CETA's fourth anniversary

21 September 2021 (15:00-17:00 CET)

Detailed agenda

Introduction

New opportunities for SMEs under the Comprehensive Economic and Trade Agreement



Rupert Schlegelmilch, Director for the Americas, Agriculture and Food Safety, Acting Deputy Director General

DG TRADE, European Commission

Part 1

Roundtable “How to better promote new trade opportunities for EU SMEs?” with SMEs representatives and EU companies

Introductory remarks



Peter Sandler, Director for Enforcement, Market Access, SMEs, Legal affairs, Technology and Security
DG TRADE, European Commission

Participants in the panel discussion:



Leonora O'Brien, founder and CEO of Pharmapod



Pierrick Le Luherne, Sales Manager, Technilum
Canada Inc



Dominic Boucsein, Head of International Trade and
Foreign Policy at Eurochambres

Q&A with the audience



How to access the Canadian market?

Presentation by Delphine Adenot-Owosu, Executive Director, European Union Chamber of Commerce in Canada (EUCCAN)

Presentation of Access2Markets portal, ROSA and Access2Procurement tools

Presentation by DG TRADE officials

How can Enterprise Europe Network (EEN) help EU SMEs trade with Canada?

Presentation by Katelyn Petersen, manager of the German-Canadian Centre for Innovation and Research and EEN Canada consortium coordinator and Benno Weissner, Teamleader Internationalisation at ZENIT GmbH Center for Innovation and Technology in North Rhine Westphalia and Mento for EEN Node Canada



How can national Trade Promotion Authorities help SMEs to internationalise?

Presentation by Philippe Yvergniaux, Vice-President of European Trade Promotion Organisations Association (ETPOA) and Executive Director, International Cooperation, at Business France

