

Programme



EuroCommerce SME day

THURSDAY 15 OCTOBER 2015

10.30 – 15.30

HOTEL SILKEN BERLAYMONT

BLVD. CHARLEMAGNE, 11-19, 1000 BRUSSELS

#SMEDay2015

10.30 – 11.00 REGISTRATION & WELCOME COFFEE

11.00 – 11.10 WELCOME ADDRESS

Patricia Hoogstraaten, Vice-President EuroCommerce, Board Member Detailhandel
Nederland

11.10 – 11.20 KEYNOTE ADDRESS

MEP Brando Benifei

**11.20 – 12.30 PANEL I – RESTORING THE VITALITY OF HIGH STREETS: HOW CAN DIGITAL HELP
RETAIL AND WHOLESALE SMES CONTRIBUTE TO MODERN AND VIBRANT TOWN
CENTRES?**

Moderator: Christian Verschueren, EuroCommerce Director-General

Pierre Delsaux, Deputy Director-General, DG GROW, European Commission

Erwin Binneveld, SME food retailer, Spar University

Dr. Joachim Stoll, Founder, Koffer24/Leder Stoll OHG

Bernard Morvan, President, French Federation of clothing retailers (FNH)

DEBATE WITH THE PANELLISTS AND THE AUDIENCE

12.30 – 13.30 LUNCH BREAK

13.30 – 15.15 PANEL II – THE FUTURE OF HIGH STREETS – A SHARED RESPONSIBILITY

Moderator: Neil Mc Millan, Director Advocacy and Political Affairs, EuroCommerce

Assistant professor Valia Aranitou, Director of Institute for Commerce & Services (IN.EM.Y.) Hellenic Confederation of Commerce & Entrepreneurship (E.S.E.E).

Marijke van Hees, Chairman of The Retail Agenda of the Netherlands, vice-chair of the EDF of Eurocities and Councillor of Enschede

Alberto Marchiori, President of Confcommercio, Regional Association in the Friuli Venezia-Giulia Region

Massimo Giordano, General Manager, Confcommercio Imprese per l'Italia Pordenone

DEBATE WITH THE PANELLISTS AND THE AUDIENCE

15.15 – 15.30 CONCLUDING REMARKS

Patricia Hoogstraaten, Vice-President EuroCommerce , Board Member Detailhandel Nederland

SPEAKERS' BIOGRAPHIES



PATRICIA HOOGSTRAATEN

General manager Vakcentrum

Board member MKB-Nederland, President Nationale Winkelraad MKB-Nederland, Board member Detailhandel Nederland and Vice president Eurocommerce Brussels

The association manager of the Vakcentrum, the professional organisation for SME retailers in the Netherlands, Patricia, is working actively on all subjects related to retailing and representing Dutch retail trade in Brussels.

She is board member of various national and European organisations and committees dealing with the interests of retailers and SME entrepreneurs. Patricia is Member of the steering committee Retail agenda in the Netherlands, supported by the Ministry of Economic Affairs.



BRANDO BENIFEI, MEP

Brando Benifei, 29, European Federalist, is one of the youngest MEPs and is from La Spezia, Italy. He has been chair of European affairs for the Young Democrats and Vice-President of ECOSY (youth organization of PES) for 4 years. He joined the PES working group which originally drafted the European Youth Guarantee. His main fields of legislative work in the EP are Employment and social affairs and Foreign affairs. He is vice-chair of the Youth Intergroup and of the Disability Intergroup.



CHRISTIAN VERSCHUEREN

Director-General, EuroCommerce

Dr. Verschueren has been Director-General of EuroCommerce since July 2011. In this function, he is the chief spokesperson of the retail and wholesale sector towards the EU institutions, stakeholders and the media.

Before joining EuroCommerce, Christian Verschueren worked for 20 years for a number of European and global business associations in the paper, pharmaceutical and biotech industries (ACE, CropLife International, IFAH, FEDESA).

Christian Verschueren holds a Doctorate in Veterinary Medicine and a PhD degree, and is a board member of nature conservancy and development NGOs.



PIERRE DELSAUX

Deputy Director-General, DG GROW, European Commission

Pierre Delsaux was born in Belgium in 1957. After studying Law at the University of Liège, he obtained his Master of Law at the Northwestern University, Illinois US, in 1983. He was Legal Secretary at the European Court of Justice from 1984 to 1987. His career within the European Commission has included working in the Directorate General Competition (1991-1994). He was Deputy Director General in charge of the Single Market at the Directorate General Internal Market and Services (2011-2014). Currently he is Deputy Director General in charge of the Internal Market at the Directorate General Internal Market, Industry, Entrepreneurship and SME's

Pierre Delsaux actively contributed to the European Commission's reaction to the financial crisis in the areas of corporate reporting and governance, governance of supervisory and standard setting organisations, both at the EU and global level. His interests include also the application of community law across the EU, as well as the functioning of the internal market.

ERWIN BINNEVELD

***Director 'New Customers' @Denk Different
SME Retailer***

Erwin Binneveld studied at Erasmus University Rotterdam and holds a University degree in economics (marketing) and government administration.

He began his career as a owner in the bakery industry and as a traditional supermarket entrepreneur of several supermarkets. After 15 years he finally developed a new formula for the niche of university areas: *SPAR University*.

Together with his wife and business partner Mirjam Bestebreurtje (Director 'Happy Customers') they opened 6 stores @ different university areas in the Netherlands in 24 months.

Mirjam & Erwin also won the national award of the best supermarket entrepreneurs with this concept last year.



His next step and ambition is to realize that SPAR University will be 'the grab&go student format of the Netherlands' by using the digital platform "CAMPUSLIFE".





Dr. JOACHIM STOLL

Founder of Koffer 24/Leder Stoll OHG

Dr. Stoll studied business economics (marketing, trade) at the Goethe University in Frankfurt/Main as well as at Trenton State College, USA. In Frankfurt he also obtained a PHD on US Retailing.

He is the founder and CEO of Koffer24.de but also heads up the traditional leather goods store "Leder-Stoll" in Frankfurt/Main. Furthermore, he is an active member of many trade organisations: He is the chairman of German Association of Leather Product Retail (BLE) and retail working group of the Chamber of Commerce and Industry (IHK), Frankfurt/Main. Dr. Stoll is also the spokesman of the Retail Association in Frankfurt/Main and is a member of the retail committee of the German Chamber of Commerce and Industry (DIHK) as well as the chairman of the multi-channel working group of the German Retail Federation (HDE).

Having launched his online shop in 1998, he is one of the pioneers of German online retailing. With his recently published practical guide for starting a successful online business, he is aiming to help other entrepreneurs to join the world of e-commerce.



BERNARD MORVAN

President, FNH (French Federation of clothing retailers)

Trading for 30 years and still in business, Bernard Morvan has always been committed to the defense of his profession, trade in general and the life of city centers, in particular through the *Association des Commerçants de Provins* (which he chaired from 1998 till 2002), then as director of Melun Val-de-Seine Initiatives and President of the Commission for the allocation of loans of honour to business creators and buyers.

Entered the FNH in 2001, he first invested in the joint meetings, dealing with the evolution of the collective bargaining, training and upgrading of business, before joining the Board of directors in 2005.

In January 2001, he was elected President of the *Fédération Nationale de l'Habillement*. Since then he has sought to modernize the operational structure, starting with its governance, strengthening the influence of the FNH in the regions, developing member services and strengthen the credibility of the FNH to public authorities. As President of the FNH, he is also Director of the Board at Commerce de France, the European Association of Textile Retailers (AEDT), member of the UNPMC (trade branch of the CGPME) and the Strategy Committee of the *Maison du Prêt à Porter*.



NEIL MC MILLAN

Director Advocacy and Political Affairs, EuroCommerce



VALIA ARANITOU

Director of Institute for Commerce & Services (IN.EM.Y.), Hellenic Confederation of Commerce & Entrepreneurship (ESEE)

Dr. Valia Aranitou is assistant professor in the Department of Political Science at the University of Crete. From 2009 she is the Director of the Institute for Commerce and Services (IN.EM.Y.) of ESEE, the Hellenic Confederation of Commerce and Entrepreneurship.

In addition to a variety of academic articles, she is the author of “The paradox of survival: Small merchants in postwar Greece. Formation, Entrepreneurship, Representation” (Athens, 2006) and “Social dialogue and employers’ organizations in Greece: From consent to dominance without hegemony”, (Athens 2012). Her research and teaching are in the areas of commerce, entrepreneurship, social dialogue and labour markets. She is member of various Committees and Working Groups and she has participated in several scientific programs.



MARIJKE VAN HEES

Chairman of The Retail Agenda of the Netherlands, vice-chair of the EDF of Eurocities and Councillor of Enschede,

Marijke van Hees (Amsterdam, 1961) graduated at the Twente University in Public Administration. From 2010 till 2014 she was Alderman and deputy mayor of Enschede. Her tasks were Finance, Personnel, IT, Innovation, Culture and Economic affairs. She took the initiative to set up a local innovation fund. Again, as a result of the political situation in May 2014 returned to her former job as an entrepreneur in the field of advising, interim management and organizing public affairs for several private and public organizations. As an entrepreneur she organized innovation

programs in the public domain, healthcare and public security in particular (2002-2010). Before that she worked as a civil servant, as consultant (KPMG) as a director of Arbeidsvoorziening, as chairman of the Dutch social democratic party PvdA and she was business director of the Telematica Instituut (a research institute in the field of applications of IT).

On behalf of the Dutch government she is appointed as a member of the national advisory board on culture ("Raad voor Cultuur"). She also is the chair of the national cooperation of several stakeholders working together on issues concerning "the Retail Agenda". She is ambassador for the Ministry of Economic affairs on the issue of "Procurement and Innovation". Netwerkstad Twente asked her to represent this region in the Economic Development Forum of Eurocities.

Marijke van Hees has a lot of experience in several functions in the past. As chairman of Stedenlink she was the lead person of The Dutch Digital Agenda (2010-2014) and was supportive to innovation projects in the public sector. She was also a member of the strategy board of Twente on behalf of Kennispark Twente. The aim of Kennispark Twente is to stimulate growth and added value by means of speeding up innovations of the university in a close cooperation with other knowledge institutes and businesses and the government. She was also member of several committees on the national level, for example The High Level Group of the Ministry of Economic Affairs and the Commission of International Affairs and Europe from the Union of the Local Governments of the Netherlands (VNG).



ALBERTO MARCHIORI

President of Confcommercio Regional Association in the Friuli Venezia-Giulia Region

Mr. Marchiori is in charge of EU Policies at Confcommercio. He is an architect dedicated to the urban development and he is at the heart of the Confcommercio agreement with the Italian national confederation of local authorities (ANCI) for the urban regeneration.



MASSIMO GIORDANO

General Manager at Confcommercio Imprese per l'Italia Pordenone

After a degree in law (with a tax law thesis) and a three-year experience as legal consultant, starts in 2002 a career in Confcommercio Friuli Venezia-Giulia that will lead him in 2010 at the top management of the provincial association in Pordenone.