

s1ngle market entrepreneurs

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NEWSLETTER

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I would like to thank the Lisbon Council and the Single Market Entrepreneurs Centre for taking an active part [in single market week]. Let's join forces to adapt the single market to the needs of SMEs and lay the foundation for new growth in Europe.



Michel Barnier | European commissioner for internal market and services, writes in *SMEs in the Single Market: A Growth Agenda for the 21st Century*

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COMMISSIONER BARNIER KEYNOTES THE 2012 SINGLE MARKET ENTREPRENEURS SUMMIT

Michel Barnier, European commissioner for internal market and services, kicked-off **The 2012 Single Market Entrepreneurs Summit** with a thundering speech on *Adapting the Single Market to 21st Century Economic, Social and Technological Realities*. He also contributed the foreword to *SMEs in the Single Market: A Growth Agenda for the 21st Century*, a new SME Centre policy brief launched in the margins. Daniel Calleja-Crespo, SME envoy and director-general

of DG enterprise and industry at the European Commission; Alex Farcet, co-founder and managing director of Startupbootcamp; John Herlihy, vice-president of Google; Richard Pelly, chief executive of the European Investment Fund (EIF); and Daria Tataj, member of the governing board of the European Institute of Innovation and Technology (EIT), provided strategic recommendations on how to unleash the growth potential of European SMEs. The

Summit took place in the days leading up to single market week, a celebration of 20 years of the internal market in Europe. Watch [Commissioner Barnier's keynote on YouTube](#). Read the [full text of Commissioner Barnier's address](#), download the presentations of [Alex Farcet](#), [John Herlihy](#), and [Richard Pelly](#). View [photo highlights from The 2012 Single Market Entrepreneurs Summit](#) at <http://www.singlemarketentrepreneurs.eu>.



Daniel Calleja-Crespo | SME envoy and director-general at DG enterprise and industry, European Commission



John Herlihy | Vice-president, Google



Richard Pelly | Chief executive, European Investment Fund



Summit working lunch

We find that up to 13% of business sector value added is a result of the Internet. That is a huge number, which highlights the importance of the Internet in the economy and why policymakers should be focused on the Internet.

Taylor Reynolds | Senior economist, information economy, directorate for science, technology and industry, Organisation for Economic Co-operation and Development (OECD), at the High-Level Roundtable on Economics of the Digital Revolution

THE ECONOMICS OF THE DIGITAL REVOLUTION

The SME Centre convened a **High-Level Working Group on the Economics of the Digital Revolution**. Taylor Reynolds, senior economist for the information economy in the directorate for science, technology and industry at the [Organisation for Economic Co-operation and Development \(OECD\)](#), presented – while still under embargo – groundbreaking findings from the [OECD Internet Economy Outlook 2012](#). Anne Bucher, director for structural reforms and competitiveness at the European Commission's economic and financial affairs directorate, served as discussant, offering her insights into the Internet's role in driving growth and jobs. Jonas



Taylor Reynolds | Senior economist for the information economy, directorate for science, technology and industry, OECD

Bering Lisberg, deputy permanent representative of Denmark to the European Union; Maria da Graça Carvalho, member of the European Parliament; James Elles, member of the European Parliament and co-founder of the European Internet Foundation; Tom Hanney, deputy

permanent representative of Ireland to the EU; Edit Herczog, member of the European Parliament; Marietje Schaake, member of the European Parliament; and other distinguished guests joined the debate. Watch an [Interview with Taylor Reynolds on Lisbon Council TV](#), download Taylor Reynolds's [presentation on the economics of the digital revolution](#), and view [photo highlights from the High-Level Roundtable on the Digital Revolution](#) at <http://www.singlemarketentrepreneurs.eu>.



James Elles
| Member of the European Parliament (ECR-UK)



Tom Hanney
| Deputy permanent representative of Ireland to the European Union



Marietje Schaake
| Member of the European Parliament (ALDE-Netherlands)



Anne Bucher
| Director, structural reforms and competitiveness, European Commission



Edit Herczog
| Member of the European Parliament (S&D-Hungary)



Maria da Graça Carvalho | Member of the European Parliament (EPP-Portugal)

SPOTLIGHT ON SINGLE MARKET ENTREPRENEURS

Alex Farcet is a serial entrepreneur who co-founded www.startupbootcamp.org, one of Europe's leading accelerators. The accelerator offers seed funding to entrepreneurs, with the winners chosen at hard-fought contests (to date, Startupbootcamp has held competitions in Amsterdam, Berlin, Copenhagen, Dublin and Haifa). In this way, Startupbootcamp

has helped hundreds of young companies get off the ground. Says Mr. Farcet, who also serves on the **SME Centre Expert Circle**: "Europe is decentralised and fragmented, but [we should] embrace that and make Europe's own Silicon Valley different." Download [Alex Farcet's presentation at The 2012 Single Market Entrepreneurs Summit](#).



Alex Farcet | Co-founder and managing director, Startupbootcamp

Small- and medium-sized enterprises provide two out of every three private-sector jobs and contribute to more than half of the total value-added created by businesses in the European Union.

Richard Pelly | Chief executive, European Investment Fund (EIF), writes in *SMEs in the Single Market: A Growth Agenda for the 21st Century*

NEW PUBLICATION

SMEs IN THE SINGLE MARKET: A GROWTH AGENDA FOR THE 21ST CENTURY

The Single Market Entrepreneurs Centre launched a new publication, **SMEs in the Single Market: A Growth Agenda for the 21st Century**. In this timely report, eight leading thinkers – including Michel Barnier, European commissioner for the internal market and services – offer strategic advice on issues as wide-ranging as SME financing, diversity in the boardroom and how technology empowers SMEs. The policy brief, which is available for downloading on the Lisbon Council website at www.lisboncouncil.net, was launched at **The 2012 Single Market Entrepreneurs Summit** in the presence of Commissioner Barnier just days before single market week, a celebration of 20 years of the internal market. Download [SMEs in the Single Market: A Growth Agenda for the 21st Century](#).



Michel Barnier on **SMEs and the single market, a growth agenda for the 21st century**. Mr. Barnier is member of the European Commission, responsible for internal market and services.



Ann Mettler on **Changing times, changing faces**. Ms. Mettler is executive director of the Lisbon Council, a Brussels-based think tank.



Anthony D. Williams on **Micro-Wikinomics: How technology changes SMEs**. Mr. Williams is senior fellow for innovation at the Lisbon Council, and co-author of the business bestsellers *Wikinomics: How Mass Collaboration Changes Everything* and *Macro-Wikinomics: Rebooting Business and the World*.



Daria Tataj on **Women entrepreneurs: Key to solving the crisis**. Ms. Tataj is a member of the executive governing board at the European Institute of Innovation and Technology (EIT) and a professor at the Warsaw University of Technology Business School.



Sören Stamer on **Taking the leap: A European in Silicon Valley**. Mr. Stamer is CEO and co-founder of Yokudo, a startup company, and a member of the board of directors of the Lisbon Council, a Brussels-based think tank.



Richard Pelly on **Improving the funding landscape for entrepreneurs**. Mr. Pelly is the chief executive of the European Investment Fund (EIF), the venture-capital arm of the European Investment Bank (EIB).



Emma Vandore on **Inside Tech City**. Ms. Vandore is an urban policy and communication expert. She recently co-wrote *A Tale of Tech City*, a Centre for London report.



Ton Wilthagen on **SMEs unite!** Mr. Wilthagen is a professor of labour market studies and director of the Research Institute for Flexicurity, Labour Market Dynamics and Social Cohesion at Tilburg University, Netherlands.

As policymakers search for a way out of Europe's prolonged economic crisis, they must recognise the degree to which the depth of technology adoption influences both firm performance and overall gross domestic product growth.

Anthony D. Williams | Senior fellow for innovation at the Lisbon Council

NEWS AND OUTREACH

Principals from the SME Centre kept up a busy round of research and speaking engagements. Paul Hofheinz, president of the Lisbon Council, and Ann Mettler, executive director of the Lisbon Council, visited Tech City and Google Campus in London. Ms. Mettler also spoke about the rise of micro-multinationals at the European

Commission's ICT Competitiveness Week. The Lisbon Council also took part in the first SME Assembly, which the Cypriot Presidency of the Council of the European Union convened in Nicosia.



Ann Mettler | Executive director of the Lisbon Council

FORTHCOMING

'PLAN I' FOR EUROPE

The SME Centre teams up with the National Endowment for Science, Technology and the Arts (NESTA) to develop an **Innovation Plan for Europe**. Based on the successful NESTA Plan I (for Innovation) project, which made recommendations on how to improve innovation performance in the United Kingdom, the initiative will explore how the European Union can act as a catalyst for long-term, innovation-led growth. The project will culminate in a high-level summit and publication.

Nesta

single market **entrepreneurs**

DATA-DRIVEN ENTREPRENEURSHIP, INNOVATION AND GROWTH

This High-Level Roundtable will examine the role of "big data" in driving innovation, both in existing companies and as a business model for young startups. Key practitioners and stakeholders debate new research — and the challenge ahead.



CROWDFUNDING AND VENTURE CAPITAL

This High-Level Roundtable will explore funding sources for startups and SMEs, with special focus on innovative and collaborative models of financing, as well as a comparative perspective on what Europe can learn from other developed economies.



The Single Market Entrepreneurs Centre is an initiative of the Lisbon Council in partnership with Google.

<http://www.singlemarketentrepreneurs.eu>

c/o The Lisbon Council for Economic Competitiveness and Social Renewal asbl

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