



EU4Digital ICT Innovation event on joining the EU networks and platforms: European DIGITAL SME Alliance

CONCEPT OUTLINE

About this event

When and where: 11 October 2021, 10:00 - 11:45 (CET), online.

Concept: The EU4Digital Initiative ICT Innovation will hold a virtual consultation session to further support the integration and joining of the EaP stakeholders to a specific EU network - [European DIGITAL SME Alliance](#). The network was introduced during a dedicated networking event organised on the topic "[Facilitate the development of expert communities and increase their involvement into policy design and implementation](#)" in the policy area "ICT Innovation ecosystems for start-ups and scale-ups" on 18 May 2021.

This event is complemented with the Guide, that provides an in-depth overview of the possibilities for stakeholders of the six Eastern partner countries to join the selected specialised EU networks and platforms in the area of ICT Innovation.

Language: The event will be held in English.

Topic: Joining European DIGITAL SME Alliance community to foster international cooperation of digital SMEs on digital markets development.

Goals: The ultimate goal of this event is integration of EaP associations of ICT/digital SMEs with the community of alike EU associations, to foster cooperation of EaP and EU digital SMEs and joint work on digital markets development.

Main beneficiaries addressed by EU4Digital activity:

- National associations of ICT/digital SMEs in EaP countries that can enhance their capacity as executive bodies to support their member SMEs in cross border B2B collaboration opportunities as well as to contribute in policy and ecosystem activities for EaP digital markets development.

Organisation details

- **Short description:** The [European DIGITAL SME Alliance](#) ("DIGITAL SME") is established as a non-for-profit international association. It is the largest [network](#) of ICT SMEs in Europe, representing about **45,000** digital SMEs. The alliance is a joint effort of 30 national and regional SME associations from EU member states and neighbouring countries to put digital SME at the centre of the EU agenda. DIGITAL SME is implementing initiatives of general interest for the ICT SMEs in Europe, monitoring EU policies and regulations on ICT and informing its members, representing the interests and stances of the association's members on specific problems vis-à-vis the institutions of the EU. Also, the network is raising SMEs awareness on standardisation process, supporting access to SME funding, facilitating B2B and matchmaking processes, supporting access to SME funding, facilitating B2B and matchmaking processes, carrying out actions in third countries, especially in matters relating to the support and training of local ICT enterprises. [Presentation of organisation](#)
- **Mission statement:** The ambition of the DIGITAL SME is be the voice of ICT SMEs in Europe, and the main objectives of network are provide information to the members on EU policies and to represent their interests and stances vis-à-vis the institutions of the European Union, to support networking and knowledge sharing among the members and their SMEs, and facilitate their access to EU funds, SME B2B activities and more.
- **Priority topic(-s):** [Digital skills](#); [Cybersecurity and Data protection](#); [ICT Standards for SMEs](#); [Intellectual Property](#); [Artificial Intelligence](#); [Sustainable Digitalisation](#).
- **Network:** The European DIGITAL SME Alliance is a member of Small Business Standards ([SBS](#)), the European Association of Crafts and SMEs ([SME United](#)), European Cyber Security Organisation ([ECSO](#)), Alliance for the Internet of Things Innovation ([AIOTI](#)), the [European Artificial Intelligence Alliance](#), International Association for Trusted Blockchain Applications (INATBA); European Internet Forum, and other digital market associations. DIGITAL SME also contributes to or works closely with the [international organisations](#) including EUIPO; OECD; EP; EC; ENISA; ISO; ETSI; CEN-CENELEC; LKDF; UNIDO; World Economic Forum; IEEE; Scale-up Europe.



Agenda

EU4Digital ICT Innovation event on joining EU networks and platforms:

«Joining European DIGITAL SME Alliance community to foster international cooperation of digital SMEs on digital markets development»

11 October 2021 – Monday		
Time (CET)	Topic	Speaker
9:45 – 10:00	Time for connection – the session will start at 10:00 sharp	EU4Digital Facility ICT Innovation Team
10:00 – 10:20	Opening notes. European DIGITAL SME Alliance joining event – goals and objectives. Introduction of goals, interests, and challenges of the participating EaP stakeholders.	EU4Digital Facility ICT Innovation Team / European DIGITAL SME Alliance
10:20 – 11:00	Virtual excursion on European DIGITAL SME Alliance services, projects and partnerships: 1. Associations membership package; membership fee (for individual associations and a network like 3B ICT), intro into becoming a member (online form) 2. European Digital Innovators Club benefits, intro into how to join (joining form) 3. Introduction of opportunities provided within projects of European DIGITAL SME Alliance: a. Digital SkillUp Platform b. European Digital Skills and Jobs Platform c. EUHubs4Data 4. Overview of partnership opportunities provided within projects focused on: a. Small Business Standards b. European Cyber Security Organisation (ECSO) and 'Cybersecurity made in Europe' label c. Sustainable digitalisation campaign & collaboration with European Green and Digital Coalition	European DIGITAL SME Alliance representatives
11:00 – 11:25	Balkan, Black Sea and Baltic ICT Clusters Network (3B ICT Network) experience of bringing together the digital business associations	Andrei Kelemen, CEO at Cluj IT Cluster
11:25 – 11:35	Establishing the EaP network of digital SME associations on the platform of European Digital SME Alliance: discussion on the possibilities and opinion sharing	All participants under moderation by EU4Digital Facility ICT Innovation Team
11:35 – 11:45	Suggestions on next steps and closure of the event	EU4Digital Facility ICT Innovation Team / European DIGITAL SME Alliance