



Map to Global Gateway for Exporting Small and Medium Enterprises

**TRADE
PROMOTION
EUROPE**

One voice for European trade promotion

Annual Conference

BRUSSELS, 7th February 2024, 1:30pm to 6:30pm

Venue: Résidence Palace, 155 Rue de La Loi, 1040 Brussels, Belgium

PROGRAMME



**TRADE
PROMOTION
EUROPE**
One voice for European trade promotion

 **hub.brussels**
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TRADE**


Wallonia.be
EXPORT
INVESTMENT

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7th February 2024

13:00 - 13:30

Registration

Welcome coffee

Registration of participants

13:30 - 13:45

Welcoming Remarks

Anne Lanigan, President of Trade Promotion Europe

Willem van de Voorde, Ambassador, Permanent Representation of Belgium to the European Union

13:45 - 14:30

Context & Landscape of Global Gateway

Information session on strategic priorities of the EU in Global Gateway, the criteria & decision-making process to determine Global Gateway Flagship Projects, and the financial aspects of Global Gateway. Presentations by panelists followed by Q&A with the audience.

Antti Karhunen, Director, Sustainable Finance, Investment and Jobs, Economy that works for the People, Directorate General for International Partnership, European Commission

Mathieu Bousquet, Director for thematic support, coordination of policy and financial instruments, Directorate General for Neighbourhood and Enlargement Negotiations, European Commission

Moderator: Baldwin Berges, EUGG Advisors

14:30 - 15:45

Experiences Shared, Lessons Learned – Tales and Tips from Global Gateway Practitioners

Case studies providing success stories, tips & recommendations from experienced companies on how to best navigate Global Gateway, and how TPOs can support their companies.

Panel discussion with:

- Max Pfeifer, Senior Director, Government Affairs, SIEMENS A.G
- Mario Ledic, Director Governmental Affairs, ANDRITZ A.G
- Mathilde Maury, Senior Government Affairs Manager, NOKIA
- Mario Lievens, Port of Antwerp-Bruges
- Wilhelm Emmrich, Associate Europe, Germany Trade and Invest
- Laura Atienza, Head of Sector, Unit Trade, Investment Climate, Entrepreneurship and Value Chains, Directorate General for International Partnership, European Commission
- Alexandre Darras, Thematic Officer, Sustainable Connectivity, Green Transition at Unit Thematic Support – An economy that works for people, green, digital and connected, Directorate-General for Neighbourhood and Enlargement Negotiations

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15:45-16:15

Coffee Break

16:15-18:00

SMEs in Focus: Crafting Strategies for Success in Global Gateway

Case studies discussing recommendations and strategies for SMEs to successfully navigate Global Gateway with the support of TPOs.

Panel discussion with:

- Eric Peiffer, Co-founder, VECTURIS
- Jasper Verreydt, Co-founder, TURBULENT
- Brussels Airlines
- UNIZIMA
- Helena Valente, Board Member, CESO Development Consultants
- Marta Valero, Director Institutional Cooperation, Spanish Institute for Foreign Trade, ICEX
- Laura Atienza, Head of Sector, Unit Trade, Investment Climate, Entrepreneurship and Value Chains, Directorate General for International Partnership, European Commission

18:00-18:15

Recommendations to pave the way for SMEs in Global Gateway

Anne Lanigan, President of Trade Promotion Europe and Member of Business Advisory Group of Global Gateway

18:15-18:30

Wrap up by Moderator

18:30-20:00

Reception

Welcoming words by AWEX, FIT & hub.brussels.

How to get to Residence Palace with public transportation

- Metro 1 or 5 – Station Schuman
- Bus 12; 59; 60; - Station Schuman
- Train from Airport to Train Station Schuman

REGISTRATION BY 1ST FEBRUARY 2024

You can register up to four people from your organisation using the following link:

<https://forms.office.com/e/fXWuntl6Z1>

Registration will close on 1st February 2024