

SOCIAL SELLING & CHANGING ATTITUDES TOWARDS ENTREPRENEURSHIP IN EUROPE



THURSDAY, 4 FEBRUARY, 11 AM CET (60 MIN)
@WEBCAST

HOSTED BY

ALEX AGIUS SALIBA MEP
CHAIR OF SME CONNECT PLATFORM ECONOMY WORKING GROUP



AGENDA

WELCOME & OPENING

ALEX AGIUS SALIBA MEP

IMCO, EMPL & AIDA Committees; Rapporteur on the Digital Service Act;
Chair SME Connect Platform Economy Working Group

KEYNOTE & PRESENTATION AMWAY GLOBAL ENTREPRENEURSHIP REPORT 2020

ANA M. ROMERO-MARTÍNEZ

Associate Professor in Strategic Management and Entrepreneurship;
Vice Dean for International and Economic Affairs, Complutense University of Madrid

DEBATE

BENEDIKT BLOMEYER

Manager European Affairs, Allied for StartUps

MARLENE TEN HAM (TBC)

Advisor to the Board of Directors; Ecommerce Europe

KAMILE KASELYTE

Founder, KK Consulting - Marketing and PR for SMEs and Tech Startups

ERIK BERGKVIST MEP (TBC)

REGI, ITRE & BUDG Committee; SME Connect Board Member

MODERATED BY **DR. HORST HEITZ**

Chair SME Connect Steering Committee