

CEA-PME Forum “Access to finance for SME”

***Start into a new season of EU-tools for soft loans and guarantee funds :
Presenting the « CEA-PME Fund » model***

1st FORUM LAUNCH MEETING

JULY 22nd 2014

h. 9.30 – 16.00

in Bruxelles

Representation Office of the Land Rhineland-Palatinate
60, Avenue de Tervuren, B-1040 Bruxelles

definite version

by Stefan Moritz - Executive Forum Manager for Access to Finance services and solutions of CEA-PME

Background

After experiencing repeatedly difficulties of SME to access the EU's financial tools that were thought to over-come the limits of the banking system in granting adequate finance to them, CEA-PME **wants now to catalyse the use** of the new “off-the-shelf” (EIB) as well as **goal-oriented financial instruments**, as the E.C. put in place with **COSME** and **HORIZON 2020** programs (ref. e.g. “loan guarantee facility”), or SME-credit-easing measures like the **Targeted longer-term refinancing operations** (TLTROs) by the ECB.

The Access to Finance for SME FORUM's 1st LAUNCH MEETING has the **objectives**:

- to **exchange detailed information about the new EU “soft loan” tools**, inviting competent EC, EIB & ECB officials;
- to **share the «CEA-PME Guarantee Fund for facilitated access to finance for SME» approach**, presenting the models for national chapters in Italy & Germany, and discussing ways for optimisation and replication in the other member states;
- to **mainstream these ideas** with EU-policy makers (MEP's of the new parliament, EU officials), in order to optimise the efforts of EU-Institutions and the SME-associations in facilitating the access.

Agenda

Date: **Tuesday, July 22nd 2014**

Venue: [Representation of the Land Rhineland-Palatinate](#) - 60, Avenue de Tervuren, B-1040 Bruxelles

FORUM WORKSHOP – technical group, experts and representatives of associate confederations

- 9.30 arrival of all participants, welcoming coffee
- 9.45 Welcoming address of **Mr. Mario Ohoven**, president of CEA-PME
- 10.00-11.30 **Mr. Georg Raab** (EC, ENTR): *Loan Guarantee Facility, Equity Facility for Growth* (COSME)
Mr. Tilmann Kuhfuss (EIB): *“Off-the-shelf”* tools for SMEs & *Risk Sharing Instrument* (EIF)
Mr. Stefan Moritz (CEA-PME): The *«CEA-PME Guarantee Fund for facilitated access to finance for SME»* Model – an opportunity for CEA-PME’s members’ associate enterprises
- 11.30-11.45 Coffee break
- 11.45-12.00 **Ms. Hannah Hempell** (ECB): *Targeted longer-term refinancing operations* (TLTRO)
- 12.00-12.15 **Mr. Ullrich Hänchen** (IBWF): The German CEA-PME Chapter model, the **InCas[®]** Intellectual Capital Statement evaluation scheme
- 12.15-12.30 **Ms. Francesca Minelli** (CONFAPI): The Italian CEA-PME Chapter model & *“Mini Bond”* system
- 12.30-13.00 **A Good Practices** of innovative access to finance: **Credit-brokering** by **Mr. Paul Ebert**
Ideas, questions, proposals for the future
- 13.00-14.00 **lunch buffet** – *wines sponsored by the “Middle Rhine Riesling Charta”–quality wine label*
- 14.00-15.30 **MAINSTREAMING ROUND TABLE WITH EU-POLICY MAKERS**

Creative solutions and EU-policies to facilitate access to finance form SME: bottlenecks, limits and opportunities

Discussants:

Mr. Rainer Wieland (CDU – Germany), MEP EPP, Vice-president of the European Parliament

Mr. Pablo Zalba Bidegain (PP –Spain), MEP EPP

Comte Jacques De Lalaing, Managing Director Solar Power Group (B)

Mr. Tilmann Kuhfuss – European Investment Bank

Mr. France Arhar, Managing Director of the Slovenian Bank Association, member Executive Committee European Banking Federation and President of the Slovenian Central Bank from ‘91-2001

Mr. Ullrich Hänchen, Vice president of IBWF, treasurer of CEA-PME

Moderator: **Hans-Jürgen Moritz** (Focus Magazine)

The active participation to the political panel discussion by all present guests will be highly encouraged.

15.30-16.00 After hour coffee, sweets and drinks

Working language will be **English**, but some consecutive interpretation can be delivered by Mr. Stefan Moritz (for Italian, German, English, Spanish).