

**“Turning Environmental Challenges into Commercial Opportunities
for Egyptian SMEs »
National Seminar for Egypt – 17-18 December 2014 – (Venue tbc)
Provisional Programme**

This training workshop is based on the 2014 evaluation of the implementation of the Small Business Act for Europe in the Mediterranean Middle East and North Africa¹.

Day 1, 17 December 2014	
09h00-09h30	Participant registration
09h30-09h40	Welcome and opening remarks By : Dr Amr Taha Mohamed, SBA Coordinator, Industrial Modernisation Centre Welcome and introductory remarks By: Ms Marie-José Char, EBESM project
09h40-10h25	Presentation of Principle 9 of the Small Business Act for Europe (SBA): “SMEs in a Green Economy” Linkages with the other principles of the SBA; Results and recommendations of the 2014 evaluation of the implementation of this principle in Egypt By : Marie-José Char and Egyptian Consultant Followed by Q&A session
10h25-10h45	Sustainable enterprise development policies in Egypt and their impact Key findings of the 2012 survey carried out by Oxford research and Panteia for the European Commission By: European Consultant Followed by Q&A session
10h45-11h00	Coffee break
11h00-12h15	From Policies to Results: the "greening" of current strategies in the field of SMEs, industry and innovation Examples of EU and MED good practices on: 1) eco-efficiency policies and strategies; and 2) eco-innovation policies and strategies By: European and Egyptian (or MED?) Consultants
12h15-13h30	Two parallel workshops on 1) eco-efficiency policies and strategies; and 2) eco-innovation policies and strategies Position of Egypt with respect to these topics – SWOT analysis
13h30-14h30	Lunch break
14h30-15h45	Two parallel workshops: Participants divide again in two sub-groups. Based on the examples of good practice and the SWOT analysis, they elaborate recommendations and an action plan (who does what, by when, using what resources?) to improve the implementation of this SBA principle.
15h45-16h15	The action plans are presented in plenary session By: Responsible of each sub-group
16h15-16h30	Wrap-up session By: Dr Amr Taha and Marie-José Char
16h30-17h00	Networking coffee

¹ http://www.keepeek.com/Digital-Asset-Management/oced/finance-and-investment/sme-policy-index-the-mediterranean-middle-east-and-north-africa-2014_9789264218413-en#page1

Day 2, 18 December 2014	
09h00-09h30	Participant registration
09h30-10h45	Small, Clean & Competitive: Support and expertise on green activities for SMEs Exchange of EU and MED good practices By : European and Egyptian Consultants Followed by Q&A session
10h45-11h30	Managing the transition to Green: minimising impacts - maximising benefits Environmental Management Systems & Standards for SMEs Exchange of good practices By: European and MED Consultants Followed by Q&A session
11h30-11h45	Coffee break
11h45 -13h30	Two parallel workshops on 1) availability of expertise to SMEs on environmental issues; and 2) environmental management systems and standards Position of Egypt with respect to these topics – SWOT analysis
13h30-14h30	Lunch break
14h30-15h45	Two parallel workshops: Participants divide again in two sub-groups. Based on the examples of good practice and the SWOT analysis, they elaborate recommendations and an action plan (who does what, by when, using what resources?) to improve the implementation of this SBA principle.
15h45-16h15	The action plans are presented in plenary session By: Responsible of each sub-group
16h15-16h45	Measuring the effectiveness of policies through monitoring and evaluation: Approach and methodology Examples of EU and MED good practices By: EU Consultant
16h45-17h00	Wrap up session, workshop assessment and participant feed-back By: Dr Amr Taha Mohamed and Ms Marie-José Char
17h00-17h30	Networking coffee