

Invited
speakers

AN INTERNATIONAL LEARNING EVENT

SME INTERNATIONALISATION PERSPECTIVES IN THE PANDEMIC

31st March 2022

13:00-15:00 (CET)

ORGANIZERS:

UpGradeSME
Innovating Europe

PBN
Public Business Network

Balázs Barta PhD

Managing director

Pannon Business Network

Balázs Barta is managing director and founder of PBN. He graduated at University of Economics in Budapest, earned his PhD in Material Sciences and Technologies.

He started in multinational companies in various positions, leaving as national head of customer marketing.

At PBN his early focus was on added value growth of SMEs, that gradually shifted towards digitalization, both in manufacturing and in health care. Over 75 research and partnership projects with 450 EU partners, best DIH title in Europe in 2020, 30 full time employees, 'best practice in regional development' presentation in the European Parliament reflect some of the prestigious milestones achieved.



Mr. Lennard Drogendijk

Managing director

Business Development Friesland, The Netherlands

Lennard is the director of Business Development Friesland and is the founder and head coach at Inqubator. With his years of experience as an entrepreneur himself, he has an enormous range of skills to draw upon.

As he says „I have been starting up projects to support entrepreneurs with start-up assistance and internationalisation. The pioneering activities to start another project, get it financed and execute it is ever challenging. My motivation is to keep on doing that based upon having fun doing it. When the fun is gone, it is time to move on.”

Specialties: Start-up assistance, project management, reaching objectives



Mr. John Fitzgibbon

Head of Hampshire Brussels Office

Hampshire County Council, United Kingdom

Having spent the early part of his career working on international assignments for private sector multi-disciplinary consultancies in the UK, John moved to Brussels in 2003 and from 2007-19 managed the association Southern England Local Partners which provided EU affairs services to c. 40 organisations from Southern England including local government, universities, business intermediaries and NGOs.

Since 2019 John has worked solely for Hampshire County Council and was responsible for identifying, bidding and managing the Interreg Europe project Everywhere International SMEs (EIS) which ran from 2017-20. An extension to EIS was successfully secured last year and is under implementation till September looking at the impact of Covid-19 across three areas: (i) disruption to international supply chains and what this means to internationalising SMEs and Business Support Organisations (BSOs); (ii) impact of digital in driving uptake by internationalising SMEs as a response to the pandemic; and (iii) the resilience of the international business support eco-system and of internationalising SMEs.

A detailed survey of SMEs and BSOs was launched from November to January. John will talk through the results of the survey in the videoconference. The extension project will conclude with three physical workshops addressing these three focus areas from April to June leading to a final report with recommendations for policymakers at all levels which will be shared with the Interreg community.



John Fitzgibbon, MSc, BA (Hons)

John.fitzgibbon@hants.gov.uk

Mag. Walter Schrittwieser

Managing director

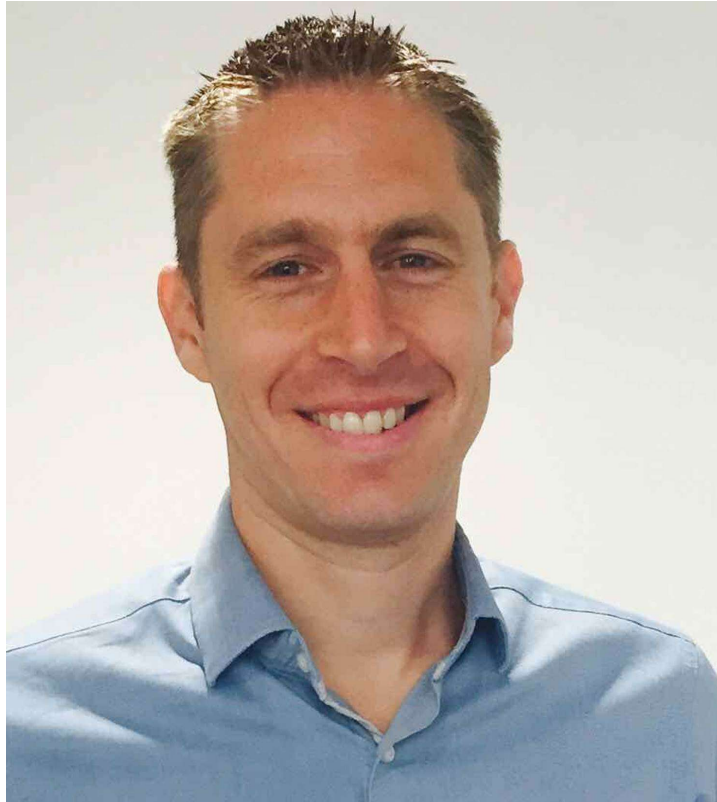
MIND CONSULT & RESEARCH GmbH, Austria

Walter Schrittwieser is the founder of MIND CONSULT & RESEARCH which is a leading strategy and management consulting firm, based in Graz, Austria.

Since 1996 the MCR team aims at enhancing regional sustainable development through innovative knowledge transfer and exchange, evidence-based by a considerable number of success stories gained from more than 200 projects.

The current work focuses on transformation processes in industry, applications in circular economy and improving of healthcare solutions - all embedded in a regional and European context.





Steve Samson

Trade Development Manager

Kent County Council

- Steve Samson is Trade Development Manager at Kent County Council in the UK. Part of his role is to develop ways to encourage more Kent companies to consider exporting as a way of growing their business.
- Steve leads the 'Kent International Business' programme which connects the various export support services available to help Kent companies with overseas trade. As part of this work he leads the SIE (SME Internationalisation Exchange) Interreg Europe project which focused on improving Internationalisation policies in 7 partner regions.
- He also runs a number of projects targeted at developing export activity among the Life Science, Agri-food and Digital and creative sectors. Steve has experience of running Trade Missions, organizing trade show pavilions and awarding micro-financing to SMEs to help with Internationalisation.

Mr. Marko Močnik

Managing Director

Pomurje Technology Park, Slovenia

Marko Močnik is the director of Pomurje Technology Park and is highly engaged in company development strategies on different levels.

After graduating in Economic science his professional work focused on supporting manufacturing SMEs through Digital Innovation Hubs, examined business Incubators' Role in the own region, supported start-up programs, worked in international project enhancing internationalization of SMEs, examined financing procedures for entrepreneurial incentives in his region Pomurje.

He took part with his organization as leader and partner in several international cooperations and worked for the improvement of framework conditions for innovation, improving policy framework for Industry 4.0, creating business support services for local companies.



Mr. Tamás Lunk

Expert

PANNON EGTC, Hungary



- Tamás has over 25 years of experience in regional development, including more than 13 years worked as official of the Hungarian State administration in senior positions.
- He has been active mostly in the area of decentralized regional programming, programme implementation and institution building.
- He acquired hands on knowledge in programming and project development with strong territorial approach, especially in topics of integrated urban development, crossborder cooperation and SME development.
- He is running a private consultation business, specialized in strategy building, programming and project development and has been employed by Pannon EGTC, lead partner of the InterVentures project.



Béla Kardon PhD

Chief Scientific Officer

Regional Centre for Information &
Scientific Development Ltd

Mr. Béla Kardon PhD was born in Budapest on May 2, 1964. He studied Physics at Eötvös Loránd University in Budapest Faculty of Science, received his MSc in 1989, dr. of Technology in 1995, PhD in 2003.

From 1989 till 1997 he worked as a Scientist at the Gödöllő University, from 1997 till 2001 as Attaché for Science & Technology at the Hungarian Embassy in Bonn.

In 2001 he joined the Hungarian Ministry of Education as Program Director for International Bi-lateral R&D Cooperation. In this position he was responsible for the bilateral activities and the respective funding programs with 30 Countries.

In 2004 he took office as Head of Unit for Key Technologies, responsible for the National Strategic Reference Frame (NSRF; GOP: Operational Programme for Economic Development, part Research & Innovation) in the National Office for Research & Technology.

In 2007 he became Senior Scientist and Program Manager at Collegium Budapest, Institute for Advanced Study, in 2009 Senior Scientist and International Expert in the Institute for Applied Telecommunication Technologies of the Bay Zoltán Foundation for Applied Research. 2008 – 2010 he was invited lecturer of the courses Innovation Management and Hungary and the European Union at the ELTE TTK.

In September 2010 he became Head of the Department for Science Policy in the new formed Ministry of National Resources (now Ministry for Human Capacities). In this position he was responsible for the planning of the higher education development part of the Structural Funds in Hungary.

Since January 2015 Dr. Kardon is Chief Scientific Officer at the Regional Centre for Information & Scientific Development Ltd and invited lecturer of the course Higher education and science policy in diplomacy at Károli Gáspár University.

Andrea Enyingi-Kurucz

Project manager

Pannon Business Network

Andrea started her work at Pannon Business Network in 2006 and manages interregional projects targeting SME development. She is the project manager of the Lead Partner in UpGradeSME Interreg Europe project and the moderator of the event.

