



## **Supporting industrial SMEs in contributing to the Green Deal objectives** *Advisory services to SMEs as a catalyst for a green reindustrialization in Europe*

**10<sup>th</sup> of October 2022**

**16h-17h30**

**51 rue Montoyer, 1000 Brussels**

SMEs are the backbone of the European economy, accounting for more than half of Europe's GDP and more than 99% of businesses in several industrial ecosystems that are essential to meeting the future challenges of our societies.

SMEs are also responsible for around 60% of all corporate greenhouse gas emissions. Combined with the digital transformation that needs to take place, this green transition offers opportunities for SMEs to adopt more sustainable growth models.

If access to finance is essential for industrial SMEs and start-ups, economic and market studies show that they need non-financial support to unleash their capacity to innovate, prepare for future disruptions, and produce tomorrow's goods and services in a more sustainable way.

- Why would SMEs benefit from advice on their transition pathways?
- What are the expectations of industrial SMEs in terms of advisory services?
- What are the market gaps?
- What response do the EU & National promotional banks and institutions can deliver?

### **10 minutes**    **Welcome Address**

**Maria da Graça Carvalho**, Member of European Parliament (EPP), Co-Chair of the Sustainable, Long-term investments & Competitive European Industry Intergroup

### **20 minutes**    **Keynote Speech**

**Giorgio Chiarion Casoni**, Director of InvestEU and financial institutions Unit, Directorate-General for Economic and Financial Affairs, European Commission

### **40 minutes**    **Panel discussion moderated by Anna Gumbau, EU energy & climate journalist, Euractiv**

- **Bonifacio Garcia Porras**, Head of Unit, SMEs, Directorate-General for Internal Market, Industry, Entrepreneurship & SMEs, European Commission
- **Guillaume Mortelier**, Executive Director, Non-Financial Support Department, Bpifrance
- **Alexandre Sevenet**, President, NEPSEN
- **Alfredo Varrati**, Head of Financial Instruments with EU Funds, Cassa Depositi e Prestiti

**10 minutes**    **Q&A**

**10 minutes**    **Closing remarks**

## BIOGRAPHIES OF SPEAKERS



### **Maria da Graça Carvalho, Member of the European Parliament, Co-Chair of the Sustainable, Long-term Investments & Competitive European Industry Intergroup**

Maria da Graça Carvalho is currently a member of the European Parliament. She is actively engaged in ITRE, IMCO, FEMM and AIDA committees, while she is also co-chairing the parliamentary intergroup on Long-term, Sustainable Investments and Competitive European Industry.

She was a senior advisor of Commissioner for Research, Science and Innovation, Carlos Moedas, from November 2014 to December 2015. Previously, she was a member of the European Parliament between July 2009 and May 2014 and in that capacity, she was one of the rapporteurs of Horizon 2020. From 2006 to 2009 she was also Principal Adviser to President Barroso in the fields of Science, Higher Education, Innovation, Research Policy, Energy, Environment and Climate Change.

She served as a Minister of Science and Higher Education of the XV Constitutional Government of Portugal and Minister of Science, Innovation and Higher Education of the XVI Constitutional Government. She is a Full Professor at the Instituto Superior Técnico (University of Lisbon).



### **Anna Gumbau, EU energy & climate journalist, Euractiv**

Anna Gumbau is a freelance energy and climate journalist based in Brussels. She has written on energy and sustainability topics for several national, international and specialised media, such as Euractiv, Deutsche Welle, El País, Energy Monitor and FORESIGHT Climate & Energy. She is also a podcast producer for FORESIGHT, and a mentor for young climate journalists with the Earth Journalism Network. Prior to going freelance, she was Carbon Pulse's Brussels correspondent covering the European Green Deal and the EU Emissions Trading System, and an energy reporter with Interfax Global Energy Services in London. She holds a master's degree in International Relations, Security and Development from Universitat Autònoma de Barcelona, and a MA in European Interdisciplinary Studies from the College of Europe (Natolin campus).



### **Giorgio Chiarion Casoni, Director of Directorate L – InvestEU and financial institutions, DG Economic and Financial Affairs, European Commission**

Giorgio Chiarion Casoni developed his professional career at the European Commission where he managed financial programmes in support of SMEs before becoming responsible for coordination of the activities of the European Commission with the European Investment Bank (EIB), the European Investment Fund, the European Bank for Reconstruction and Development and other IFIs. He is currently Director of InvestEU and financial institutions Directorate in the Directorate General for Economic and Financial Affairs.

He is responsible to establish and manage InvestEU, the Union's flagship investment programme under the current Multiannual Financial Framework. He manages the relationship with implementing partners, including the EIB Group and other multilateral development banks active in the EU as well as national and regional promotional banks and institutions.



**Bonifacio García Porrás, Head of Unit, SMEs, Directorate-General for Internal Market, Industry, Entrepreneurship & SMEs, European Commission**

Bonifacio García Porrás is currently the Head of Unit for “Small and Medium Enterprises (SMEs)” Unit in the European Commission’s Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). In such position, he leads a team in the European Commission contributing at steering the EU’s policy in support of SMEs.

The unit backs all SMEs in the EU in delivering prosperity and well-being to citizens, based on the EU values. To achieve this, the team under his responsibility aims at building a business environment that supports entrepreneurship, swift start-up creation and development as well as scaling-up of the enterprises in the EU, hence also creating new jobs.

Previously, Bonifacio has been the European Union’s chief negotiator for the plurilateral Government procurement Agreement (GPA) under the auspices of the World Trade Organization Agreement (WTO). Bonifacio obtained his law degree in 1992 at the University of Salamanca (Spain), where he also carried out various courses on macro and micro economics. After his graduation at the Law Faculty, he became Magister Legum (LLM) at the College of Europe in 1993 (Bruges, Belgium) where he carried out European legal studies. Bonifacio is member of the Salamanca Bar and started practising European law in various law firms in Brussels during more than 7 years. In 2000, he joined the European Commission where he had the opportunity to work in the cabinets of Vice-President of the Commission, Ms Loyola de Palacio, and of Commissioner Piebalgs in transport and energy-related issues respectively. Bonifacio has also been working in different areas in the Commission such as European Semester, public procurement, energy, transport, innovation and communication. In particular, he has also been head of unit in charge for two Commission departments responsible respectively for innovation and for communication.



**Guillaume Mortelier, Executive Director, Non-Financial Support Department, Bpifrance**

Guillaume Mortelier is a former student of Ecole Polytechnique and a graduate of Ecole Nationale des Ponts et Chaussées.

Guillaume Mortelier began his career in 2003 with Bain & Company in Paris and In San Francisco, where he lead business development missions throughout Europe and North America.

Between 2007 and 2012, he carried out equity investments for French mid-sized companies within the Astorg Partners fund and then for companies abroad (mainly in the Mediterranean and in China) within Proparco.

In September 2012, Guillaume Mortelier joined CDC Entreprises, a constituent entity of Bpifrance, where he was appointed Director of

Development and then Director of Strategy and Development in 2014.

In December 2017, he became a member of the Mid & Large Cap Executive Committee, in charge of the creation and management of the International Build-up Fund.

Guillaume Mortelier was appointed Executive Director Advisory on August 1, 2018.



**Alexandre Sevenet, President, NEPSEN**

Alexandre SEVENET founded NEPSEN in 2006, with the ambition of building a leading player in the econergy transition.

NEPSEN is today a consulting and engineering firm of 180 people, established in 12 agencies, which operates throughout the value chain of the energy and ecological transition of buildings, industries, territories and businesses. NEPSEN has become an "entreprise à mission" (French B Corp) in 2021 to "build a low-energy, ecological and united world".

Alexandre is involved in CINOV, the professional engineering union for SMEs, as Vice-President in charge of Sustainable Building. He is also active in several professional associations focused on energy sobriety and climate change (ATEE, AICVF).

On a personal level, Alexandre is committed to entrepreneurship through the 100,000 entrepreneurs and EDC associations, is involved in the life of

the city within a neighborhood committee of which he is president, and participates in the development of the AS Lagny Rugby club, as a player, coach and partner.



**Alfredo Varrati, Head of Financial Instruments with EU Funds, Cassa Depositi e Prestiti**

Alfredo Varrati is Head of Financial Instruments with EU Funds at Cassa Depositi e Prestiti (CDP) since 2020. He is responsible for the structuring of CDP debt products involving European funds as a form of funded or unfunded credit protection aimed at boosting financing to Italian enterprises, both directly and through the intermediation of domestic financial institutions. In the past, he has worked as a structured finance officer at CDP with a focus on credit risk mitigation techniques. His previous professional experiences also include a position within the Italian Banking Association, where he was in charge of liaising with national and EU regulators on specific topics related to banking regulation.

He holds a Bachelor's Degree in International and Diplomatic Sciences and a Master's Degree in International Management from the University of Bologna,

Italy.