

## Conference: START, Enhancing Internationalization Skills in Retail Sector for SMEs

### PROGRAM

Tuesday 30 <sup>th</sup> of January 2024. Premises of the ECS European Communication School, Chau. de Waterloo 935, 1180 Bruxelles	
2:00 PM - 2:15 PM	Registration and Welcoming coffee
2:15 PM - 2:30 PM	<b>Opening Remarks</b> Andrea Galante, project coordinator of START project, The Official Spanish Chamber of Commerce in Belgium and Luxembourg  <b>Presentation of Retail State of the Art in Europe</b> <ul style="list-style-type: none"> <li>• Overview of current trends and challenges in SMEs internationalization</li> <li>• Tools/steps for a SME to go international</li> </ul>
2.30 PM - 3:15 PM	<b>Round Table best internationalization practices in retail sector with business international experts</b> <ul style="list-style-type: none"> <li>• Vincent Panneels, Retail Influencer and CEO of <a href="#">20/Cent</a></li> <li>• Aurélie Laïos, Project Manager Retail, <a href="#">hub.brussels</a></li> <li>• Katia Giovanetti, Account Manager New-Exporters, <a href="#">hub.brussels</a></li> <li>• Chiel Stercks, retail expert, <a href="#">Unizo</a></li> </ul>
3:15 PM - 3:30 PM	<b>Influencers and Journalists Press Panel, Trends</b>
3:30 PM - 4:15 PM	<b>Networking</b>

\*The event will be held in English.

\*The programme is subject to changes.

For more info, please, contact Andrea Galante, at: [start@e-camara.com](mailto:start@e-camara.com).

In collaboration with:

