



**INVITATION AND AGENDA FOR THE
12th U.S.-EU SMALL AND MEDIUM ENTERPRISE WORKSHOP
SEPTEMBER 13, 2023, IN BIRMINGHAM, ALABAMA**

Small business stakeholders are cordially invited to attend the 12th U.S.-EU Small and Medium Enterprise (SME) Workshop, in Birmingham, Alabama on Wednesday September 13, 2023.

The conference is convened by the Office of the U.S. Trade Representative, the Department of Commerce, and the Small Business Administration with the European Commission's Directorate General for Internal Market, Industry, Entrepreneurship and SMEs and the Directorate General for Trade. The U.S.-EU SME Workshop is an ongoing opportunity for small businesses to engage directly and discuss relevant topics with government officials from the U.S., the European Commission and EU Member States as well as SMEs and associations from both sides of the Atlantic.

The location alternates each year between the U.S. and the EU. The EU hosted the SME workshop in Augsburg, Germany in September 2022. This year the U.S. will host the SME workshop with the U.S. Export Assistance Center in Alabama and the Alabama Department of Commerce.

Topics for discussion include the U.S.-EU Technology and Trade Council work to promote transatlantic competitiveness and technological leadership and deepen trade and investment cooperation, SME access to finance in the current economic environment, developing successful international strategies to drive equitable growth in the U.S. and the EU, and Alabama-EU trade and investment opportunities. A draft agenda is attached.

This invitation is for SME stakeholders from the United States and European Union only. Registration is free of charge. Participants are responsible for their own travel expenses and accommodation. RSVPs are accepted on a first-come, space available basis. In your RSVP, please provide your name, organization, city/state and email:

For U.S. participants: Please RSVP with your name, organization, city, state to international@sba.gov and the Alabama Department of Commerce at <https://bit.ly/US-EU-SME>

For EU participants: Please RSVP with your name, organization, city, and Member State to EU-USSMEWORKSHOP@ec.europa.eu

Please RSVP as soon as possible and no later than September 6. A final agenda and meeting location will be sent to registered participants. Thank you for your interest.



**12th United States-European Union
Small and Medium-sized Enterprise (SME) Workshop
Wednesday, September 13, 2023**

Birmingham, Alabama

Draft Agenda

- 8:00 – 9:00** **Registration and Continental Breakfast**
- 9:00 – 9:30** **Welcome and Opening Remarks**
- 9:30 – 10:00** **Group Photo and Coffee Break**
- 10:00 – 11:30** **Session 1: Advancing Global Trade Leadership**
U.S. and EU officials present the work of the U.S.-EU Trade and Technology Council (TTC) to promote transatlantic competitiveness and technological leadership, deepen trade and investment cooperation, and jointly address global economic, environmental and security challenges, as well as promote SME use of digital tools. Based on the presentations, the speakers will hear the views of US and EU SMEs.
- Q&A
- 11:30 – 1:00** **Session 2: SME Access to Finance**
U.S. and EU speakers will highlight financing products to help SMEs finance their business, contain costs, and mitigate risk in a climate of economic uncertainty.
- Q&A
- 1:00 – 2:00** **Networking Lunch**
- 2:00 – 3:30** **Session 3: Developing Successful International Strategies to Drive Equitable Growth in the U.S. and the EU**
U.S. and EU SMEs will share export strategies and tips for expanding their businesses successfully in U.S. and EU markets, including SME access to digital tools and e-commerce, thereby supporting economic development in underserved communities through trade and investment.

Q&A

3:30 – 3:45

Coffee Break

3:45 – 5:15

Session 4: Alabama-EU Trade and Investment Opportunities

This session will highlight efforts to strengthen Alabama-EU supply chain resiliency, investment and export opportunities in key sectors, and workforce development priorities.

Q&A

5:15 – 5:30

Concluding Remarks

5:30

Closing Networking Reception