

August 15, 2017

INVITATION TO INTERESTED SMALL AND MEDIUM ENTERPRISE STAKEHOLDERS

THE 8TH U.S.-EU SMALL AND MEDIUM ENTERPRISE WORKSHOP

THURSDAY, OCTOBER 19, 2017, IN WICHITA, KANSAS

You are cordially invited to attend the 8th U.S.-EU Small and Medium Enterprise (SME) Workshop in the framework of the Transatlantic Economic Council (TEC), which will take place this year on October 19, 2017 at Wichita State University Innovation Campus, in Wichita, Kansas. 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 Trade and Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). The U.S.-EU SME Workshop is an ongoing opportunity for small businesses to engage directly and discuss trade topics of interest with U.S. and EU officials as well as EU Member States and small and medium businesses and associations from both sides of the Atlantic.

The location alternates each year between the United States and EU. The EU held the workshop in Estonia in June 2016. This year, the one-day workshop will be held at Wichita State University Innovation Campus, the first time that the United States has held the SME workshop outside of Washington, D.C. The Wichita area is a hub for advanced manufacturing and SME supply chains, and is one of the country's top metro-area exporters. We encourage SME representatives from around the country to attend and share best practices.

Topics for discussion include manufacturing SMEs in transatlantic trade; SMEs startups, innovation and competitiveness; transatlantic skills development for SMEs and best practices in apprenticeships and vocational training; transatlantic FDI in manufacturing; SME export promotion resources; and an update on the U.S. Department of Commerce and EU DG GROW - SME Cooperation Arrangement. A draft short agenda is attached. A longer agenda with speakers indicated will be circulated in the early fall.

Participants are responsible for their own travel expenses and accommodations.

For further information and to register to attend the workshop in Kansas, please register at www.kansasglobal.org. RSVPs accepted on a first-come space available basis.

If you have additional questions, you may contact SMEworkshop@ustr.eop.gov.

Thank you for your interest.



**8th U.S.-EU Small and Medium Enterprise (SME) Best Practices Workshop in the framework of the
Transatlantic Economic Council (TEC)**

**Wichita State University Innovation Campus
Wichita, Kansas
Thursday, October 19, 2017**

Draft Agenda

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| 8:30 a.m. | Breakfast and Registration |
| 9:00– 9:30 | Welcome and Opening Remarks |
| 9:30– 10:45 | Manufacturing SMEs in transatlantic trade: export strategies, regulatory issues and barriers to trade |
| 10:45-11:00 | Coffee Break |
| 11:00 – 12:00 | SMEs Startups, Innovation and Competitiveness |
| 12: 00 – 1:00 | Lunch |
| 1:00– 2:30 | Transatlantic skills development for SMEs and best practices in apprenticeships and vocational training |
| 2:30 – 3:30 | Transatlantic Foreign Direct Investment (FDI) in manufacturing |
| 3:30-3:45 | Coffee break |
| 3:45 – 5:00 | U.S. Export Promotion Resources for Small and Medium Enterprises and EU Support for SME Internationalization |
| 5:00 – 5:45 | U.S. Department of Commerce and EU DG GROW - SME Cooperation Arrangement, Updates 2017-2018 |
| 5:45 | Closing Remarks and Adjourn |
| 6:00 p.m. | Networking Reception for U.S. - EU SME Workshop participants |