



28 SEPTEMBER 2021

Hotel de Merode
Place Poelaert 6, Brussels

SMEs: Drivers of Sustainable Economic Recovery and Growth in Europe

4:00-4:45 PM CET Press Conference

Philippe Donnet, Generali Group CEO
Lucia Silva, Generali Group Head of Sustainability & Social Responsibility
Sandrine Dixon-Declève, Co-President of the Club of Rome and member
of the SME EnterPRIZE Scientific Committee
Kirsten Dunlop, CEO at Climate-KIC and member
of the SME EnterPRIZE Scientific Committee
Stefano Pogutz, Director of Full Time MBA, SDA Bocconi

“Sustainability is valuable and profitable”

5:30-7:30 PM CET Conference and Award Ceremony

Welcome and Introduction

Philippe Donnet - Generali Group CEO

Mairead McGuinness - European Commissioner for Financial Services,
Financial Stability and Capital Markets Union

White Paper Presentation

Stefano Pogutz - Director of Full Time MBA, SDA Bocconi

“Promoting Sustainability in European SMEs”

Panel with

Markus J. Beyrer - Director-General of Business Europe

Cristian-Silviu Buşoi - Chair of ITRE Committee

Bianca Dragomir - CEO of AVAESSEN

Eva Kaili - Chair of STOA

Raffaele Mauro Petriccione - Director-General of DG CLIMA

Award Ceremony of the 7 Sustainability Heroes

Vincenzo Amendola - Under Secretary of State for European Affairs, Italy

Permanent Representatives of the 7 Countries to the EU

Closing Remarks

Paolo Gentiloni - European Commissioner for Economy

Gabriele Galateri di Genola - Assicurazioni Generali Chairman

The press conference will also be streamed via audio call.
The event will be streamed live on [sme-enterprize.com](https://www.sme-enterprize.com)
and on the Generali Group LinkedIn profile.

To access the event it will be mandatory to show a COVID Vaccination certificate or a negative PCR test carried out within the last 48 hours, and to always wear a mask.

Please RSVP to media@generali.com