

# Sustainable SMEs for a Resilient and Competitive Europe

## Conference and Award Ceremony

Brussels, 26 March 2025

Steigenberger Icon Wiltcher's - Ballroom

From 6:30 PM

**Philippe Donnet**

Generali Group CEO

Opening remarks

**Raffaele Fitto**

Executive Vice-President for Cohesion and Reforms,  
European Commission

Video message

**Marco Sesana**

Generali Group General Manager

SME EnterPRIZE - 4<sup>th</sup> edition

**Valdis Dombrovskis**

EU Commissioner for Economy and Productivity;  
Implementation and Simplification

Video message

## SME EnterPRIZE Award Ceremony

**Giulio Terzariol**

Generali CEO Insurance

**Marcos Neto** (Video message)

UN Assistant Secretary-General and UNDP Assistant Administrator  
Director, Bureau for Policy and Programme Support

SME EnterPRIZE Asia Edition

**Martin Hojsík**

Vice-President of the European Parliament

Keynote

**Andrea Sironi**

Generali Chairman

Closing remarks

## CONTACTS

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