

2025 European Week of Regions and Cities



Forum of the European Entrepreneurial Regions



Improving regulation and support services for SMEs: a challenge for regions and the EU

Tuesday 14/10/2025, 09:30 - 11:00 CET

*European Committee of the Regions,
Room VMA21*

Info & registration

[EER session - European Week of Regions and Cities](#)

Interpretation

English, Spanish, Polish, Croatian

Short description

The European Commission has made the competitiveness agenda a top priority of the mandate, in order to make Europe stronger and more assertive in a complex global economic and geopolitical environment. This vision entails a shift in policy making towards more robust support for European entrepreneurs, EU-grown innovation and a renewed commitment of the public sector to simplify the regulatory environment.

This joint workshop will take stock of efforts to strengthen SMEs in the changing business environment and discuss the simplification measures for SMEs in the Single Market as well as the proposed new SME support measures in the future EU Competitiveness Fund.

European Entrepreneurial Regions will provide some best practices on the role of local and regional authorities in accelerating smart, digital regulation for businesses, also in relation to less developed, rural and peripheral areas.

Agenda

Session moderator: Marie-Claire Neill-Cowper, Head of Unit of the ECON commission, European Committee of the Regions

Opening statement

- Alberto Cirio, Chair of the ECON commission of the European Committee of the Regions

Exchange of views on the Simplification of the EU business environment and the Single Market Strategy

- Anna Athanasopoulou, Director Simplification and Networks, DG GROW, European Commission
- Ben Butters, CEO, Eurochambres
- Lorenzo Galligani, ECON rapporteur on the Single Market Strategy

Reactions & best practices from the EER Regions

- Farrah Lisa Meghazi, Deputy Director, Regional Ministry of Industry of the Government of Galicia
- Željko Kolar, Prefect of Krapina-Zagorje County
- Marcin Wajda, Director for Regional Development, Mazowieckie Voivodship

Q&A

Conclusion and new EER call for applications