



# **Enterprise Europe Network (EEN): Business Growth through Individual Support Services**

**Webinar #3**

**29 January 2026, 10:00**



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# Agenda

1. Introduction to the Enterprise Europe Network  
*Christos Skouras, Policy Officer at DG GROW,  
European Commission*
2. Network expertise and activities:  
Creative and Cultural Industries  
*Céu Filipe, Chair Sector Group CCI; AEP Inovação*
3. Network expertise and activities: Tourism  
*Andrea Belloni, Chair Sector Group Tourism; LAZIO INNOVA*
4. Q&A



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- Please note that the webinar is being recorded.
- Please ask your questions in the chat or raise your hand to ask it in person.
- Make use of the chat, add your comments!



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# Enterprise Europe Network

**Christos Skouras**

Policy Officer, DG GROW, European  
Commission

**MetaHeritage Webinar #3**

29 January 2026

# The EEN in figures



581

Organisations



57

Countries, present in all  
regions of the EU



€182.5M

Million for 3.5 years

# EEN Composition



Specialised private /  
public bodies



Regional government  
or development  
/ innovation agencies



Economic Chambers



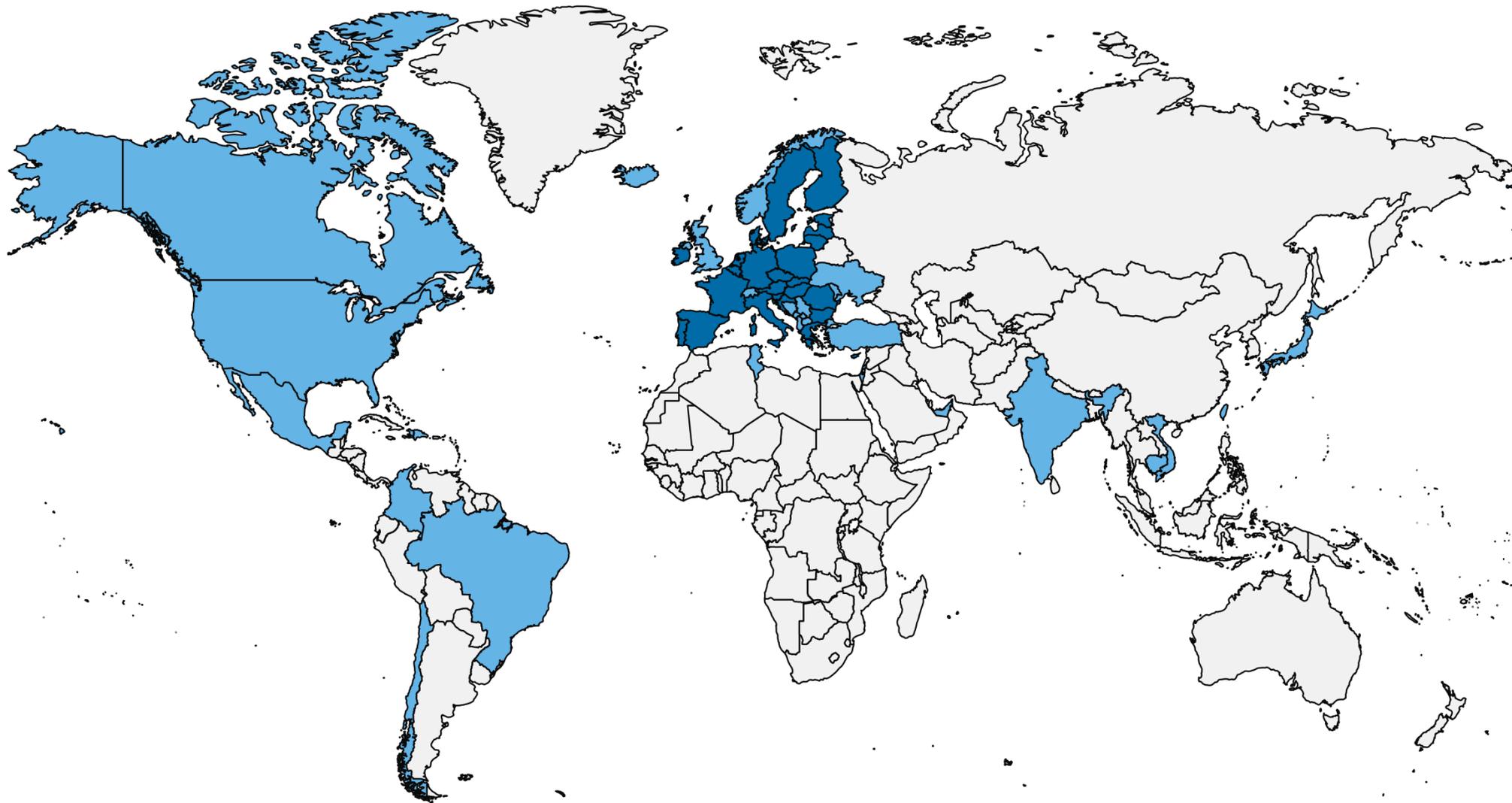
Research  
Institutes /  
Science parks



Professional  
associations



Other



**EU-27**

- ◊ Austria
- ◊ Belgium
- ◊ Bulgaria
- ◊ Croatia
- ◊ Cyprus
- ◊ Czechia
- ◊ Denmark
- ◊ Estonia
- ◊ Finland
- ◊ France
- ◊ Germany
- ◊ Greece
- ◊ Hungary
- ◊ Ireland
- ◊ Italy
- ◊ Latvia
- ◊ Lithuania
- ◊ Luxembourg
- ◊ Malta
- ◊ Netherlands
- ◊ Poland
- ◊ Portugal

- ◊ Romania
- ◊ Slovakia
- ◊ Slovenia
- ◊ Spain
- ◊ Sweden

**International**

- ◊ Albania
- ◊ Bosnia and Herzegovina
- ◊ Brazil
- ◊ Cambodia
- ◊ Canada
- ◊ Caribbean
- ◊ Chile
- ◊ Colombia
- ◊ Georgia
- ◊ Iceland
- ◊ India
- ◊ Israel
- ◊ Japan
- ◊ Kosovo
- ◊ Mexico

- ◊ Moldova
- ◊ Montenegro
- ◊ North Macedonia
- ◊ Norway
- ◊ Philippines
- ◊ Serbia
- ◊ Singapore
- ◊ Switzerland
- ◊ Taiwan
- ◊ Tunisia
- ◊ Turkey
- ◊ United Arab Emirates
- ◊ United Kingdom
- ◊ United States
- ◊ Ukraine
- ◊ Vietnam

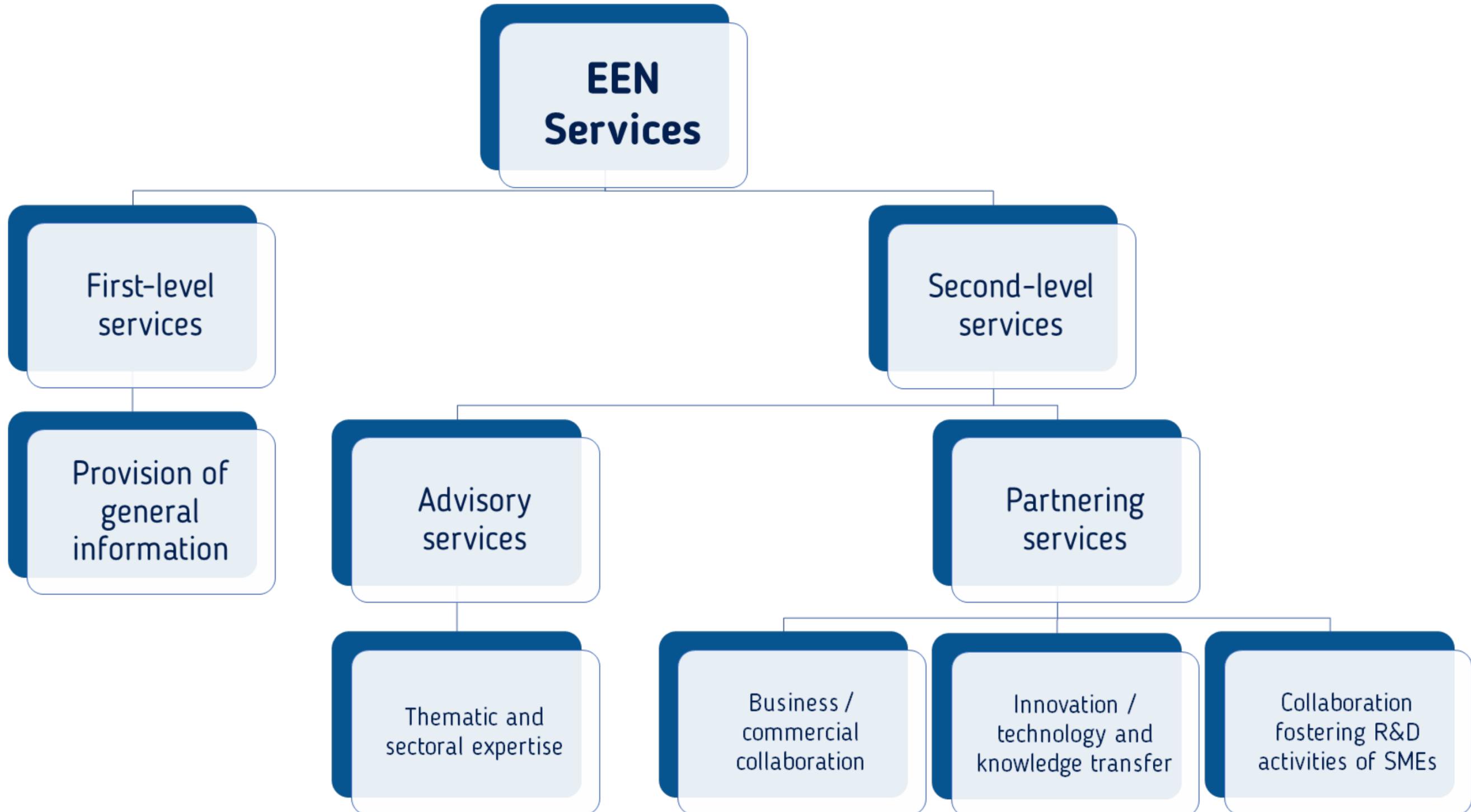
Disclaimer: Some countries' agreements might still be in process of being signed

# Scope of the EEN

**"The purpose of the Enterprise Europe Network is to help European SMEs innovate, grow and scale in the Single Market and beyond."**

## Target group:

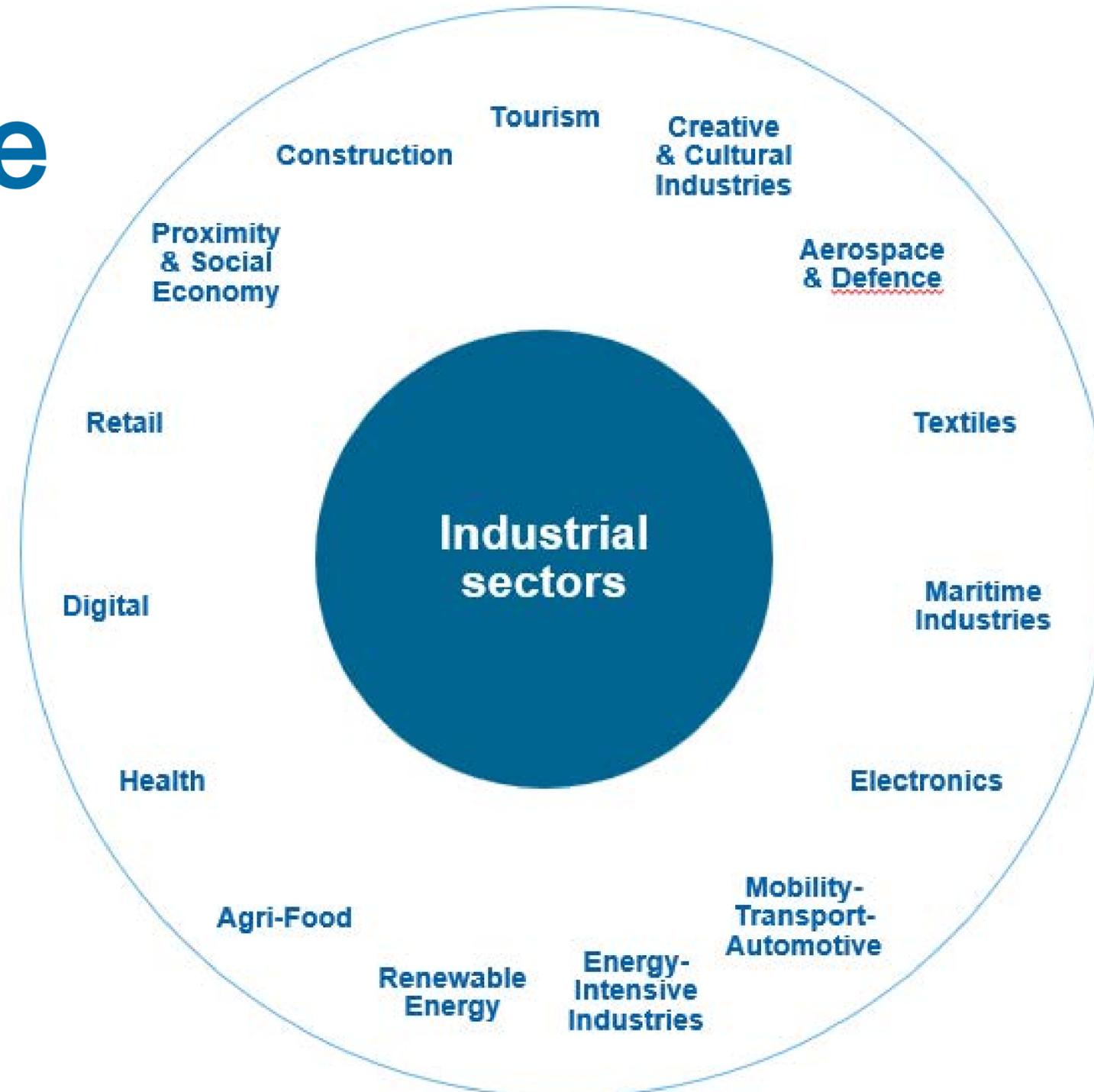
- European SMEs
- ready to scale their activities in the Single Market and in third countries
- with the ambition to improve and take a leading position through product, service or process innovation
- regardless of their size, sector or business cycle



# Main service areas



# Areas of expertise



# An open Network



## Coordination

We bring together and coordinate regional perspectives to provide better services to our local partners and clients



## Synergies

We foster synergies with regional, national and European business support ecosystems to better support SMEs



## Cooperation

We work in close cooperation with key stakeholders, European programmes and initiatives

# Cooperation with the EEN



# EEN impact



**+260K**

companies supported  
every year  
since 2008



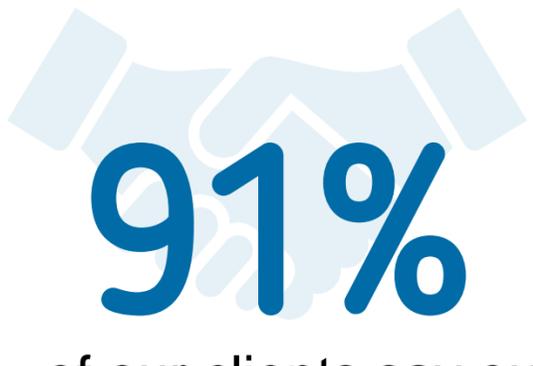
**97%**

of our clients rate our  
support as **fast, efficient**  
and **tailored**



**99%**

of our clients would  
**recommend** our Network  
to others



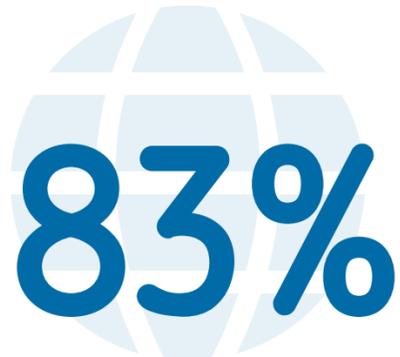
**91%**

of our clients say our  
services accurately **match**  
their **business needs**



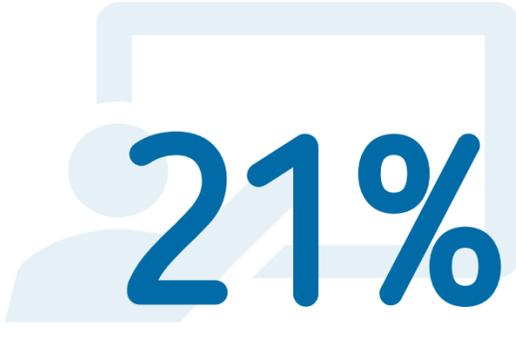
**+400**

B2B events organized  
every year  
since 2008



**83%**

of our clients looking to  
**expand globally** say we  
helped make it happen



**21%**

average **increase in revenues**  
reported by individual clients  
on a **yearly basis**



**6**

**created jobs** reported by  
individual clients on a **yearly**  
**basis** on average

# Want to know more?



**Social Media**



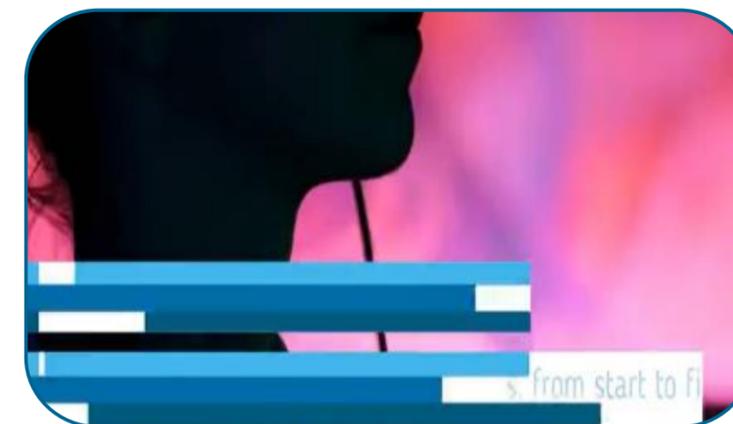
**Public Website**



**Network Blog  
and Newsletter**



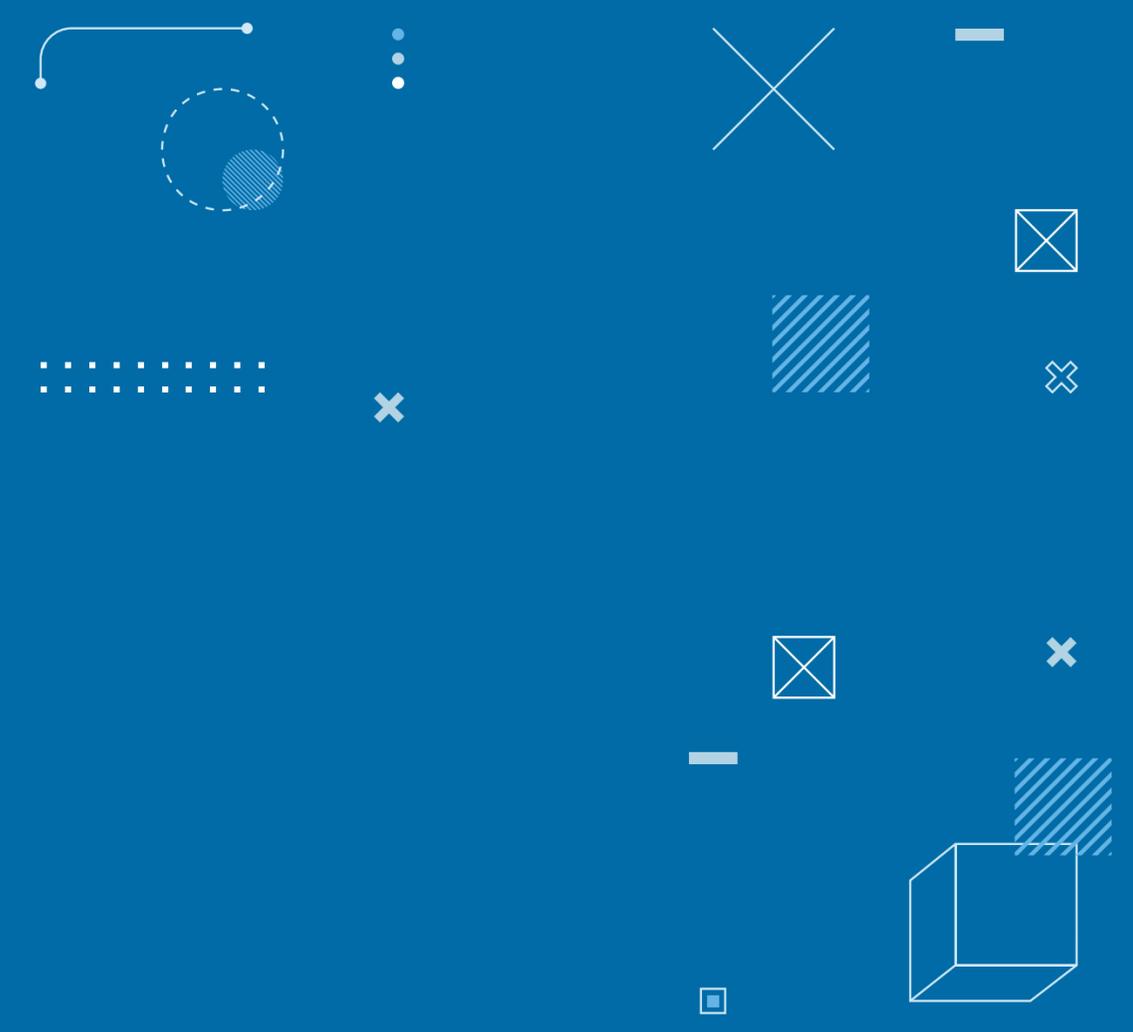
**Success Stories**



**Thematic Animations**

#EENCanHelp

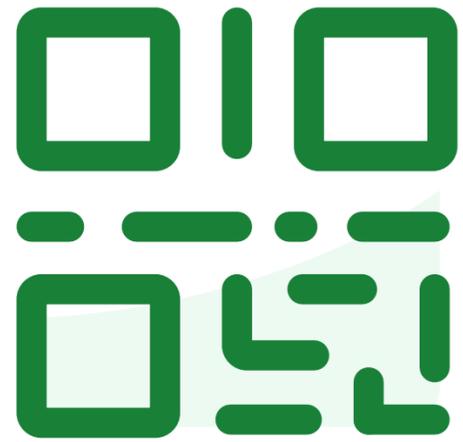
# Thank you



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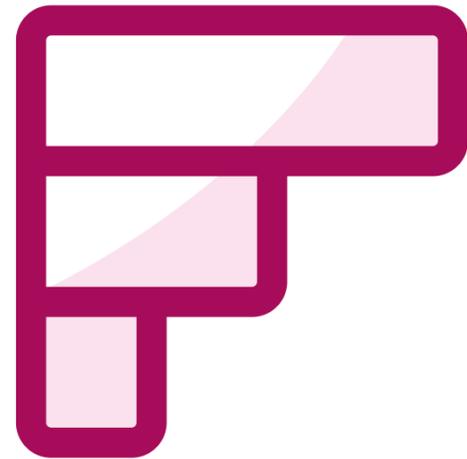
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**slido**



**How familiar are you with the Enterprise Europe Network?**



**What is currently your top business priority?**



**When looking for external support, what matters most to you?**



**AEP**

ASSOCIAÇÃO  
EMPRESARIAL  
DE PORTUGAL  
*Câmara de Comércio e Indústria*

# MetaHeritage Webinar #3 – Enterprise Europe Network: Business Growth through Individual Support Services

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# The Network **in a nutshell**

EEN is all about reliable **connections**, recognised **credibility** and **shared trust**.

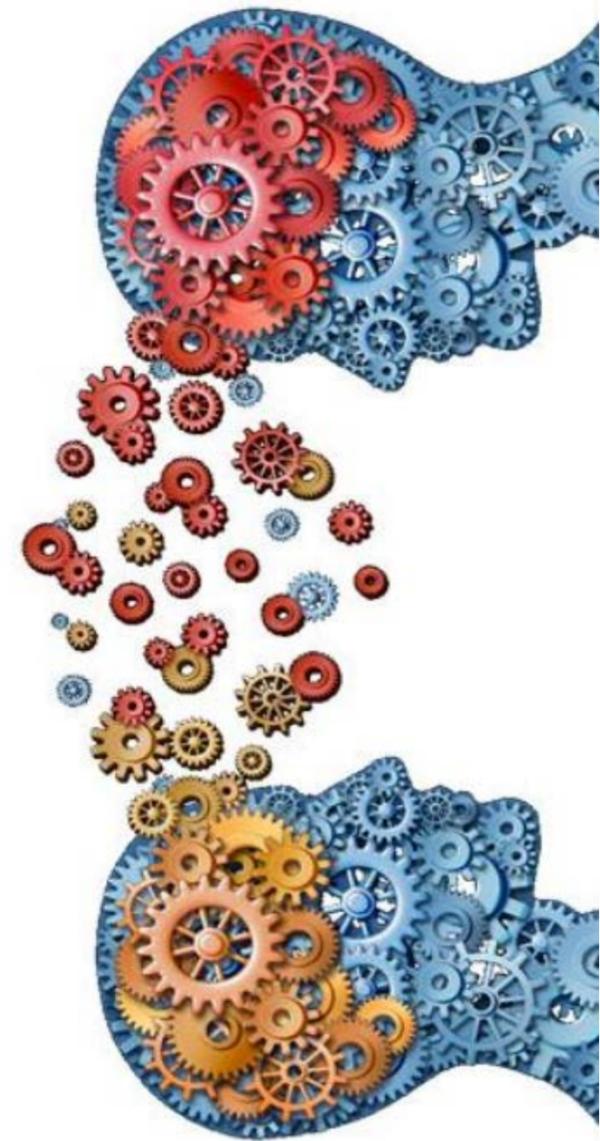
A Network of **doers and solvers**, connecting **SME** with **opportunities** and turning **obstacles** into **solutions**

Think of it as a **global support at your doorstep**.

# Sector Group Cultural & Creative Industries (CCI)

## CCI- A Sector at the Heart of Transformation

- **Areas with greatest potential:** audiovisual, design, gaming, performing arts, museology, **cultural heritage**, festivals, artistic residencies and immersive experiences
- **Relevant platforms and circuits:** creative clusters, fairs, biennials, cultural parks, digital hubs and support programmes for European CCI
- **Main risks:** Copyright ownership and infringement, trademarks and brand protection, licensing, crossborder enforcement in the EU, online piracy and unauthorized use, Data and AI training on protected works
- **Main challenges:** Contract drafting (IP ownership, buy-out clauses, royalties), law and jurisdiction in crossborder deals, complex and evolving regulation in the digital environment, need for local legal advice and reliable partners in foreign markets



# Sector Group Cultural & Creative Industries| Outcomes from the 2022-2025 work programme

- **926** companies / entities supported
- **184** events organised in which we were deeply involved (for example, as speakers)
- **197** achievements
- **9277** participants in mentioned events
- **21** success stories
- **15** videos produced that connect, inform, and inspire action
- **5070** communication materials (notepads, umbrellas, shirts, backpacks etc)



# The **bottom line** is

This Network does not exist to produce ‘nice numbers’  
it exists so that more **partnerships and breakthroughs**  
with global impact can be told!  
**And how do we do it?**



# The Network approach

## How we help startups and SMEs



### Client-centric

We place the client's needs at the heart of the Network's mission.



### Tailored Services

We can tailor our services and provide support to businesses at any stage of their growth path.



### Expertise

The Network's international advisers have the experience and resources to help businesses thrive.

# How we help SME



Boosting SMEs' potential to **innovate**, grow and develop new solutions.



Helping SMEs in their transition to more **sustainable** business models.



Building SMEs' business **resilience** to future challenges.



Help SMEs navigate EU legislation, rules and formalities, and overcome **Single Market** obstacles.

# How we help SME



Helping SMEs find the right **business partners** worldwide.



Helping SMEs **access international markets** and business opportunities.



Helping SMEs tailor **digital** solutions to their needs.



Advice on **EU funding** instruments and other financial support tools.

# SG CCI initiatives in 2025 at a glance

- QuickFire Knowledge Session Launch: Spotlight on Lithuania's CCI success
- TravelX Conference: Inspiring innovation in tourism and creative industries in Bulgaria
- EduShowroom: permanent exhibition at KUMST connecting creativity and entrepreneurship.
- EEN Staff Exchange Programme at Helsinki Region Chamber of Commerce.
- SG CCI Meeting, Reykjavik alongside Innovation Week Iceland—Innovate and Elevate.
- EIT Culture & Creativity Conference, Porto, Portugal.
- Porto/Post/Doc Festival - Creativity meets industry in Porto, Portugal.
- Velvet Innovation Conference 2025 - Dare Beyond Limits in Brno.
- SG CCI Meeting: Igniting Culture & Creativity at METU Design Factory, Ankara, Turkey.

... among many **face-to-face events** designed to build **trust** and drive **lasting partnerships** in cultural and creative industries.

## SG CCI's priorities for 2026:

- Cooperation with **EIT Culture & Creativity**
- Collaboration with **clusters** and **Euroclusters**
- Cooperation with **EBAN** and **business angels**
- Strategic partnerships with **INVEST EU**
- Collaboration with **Creative Europe**

**Different priorities. same mission:**  
**expand horizons, build bridges, drive growth, spark  
innovation, deliver impact.**



# SG CCI in action this year



## Sustainable Solutions Match 2026 | Pitching session on 19<sup>th</sup> March

- **Title:** Innovating with purpose: AI, circular design and smart solutions from the creative industries
- **Focus** At the intersection of **culture & creativity**, **technology** and **environmental innovation**, this session brings forward transformative projects from the creative industries. Featured solutions include AI-based marketing, smart building and city systems, upcycled fashion design and zero emission mobility.

**Each innovation will show how purpose led creativity contributes to social impact, environmental responsibility, and the green transition.**

# AGENDA

## Pitching sessions



[click for more info](#)

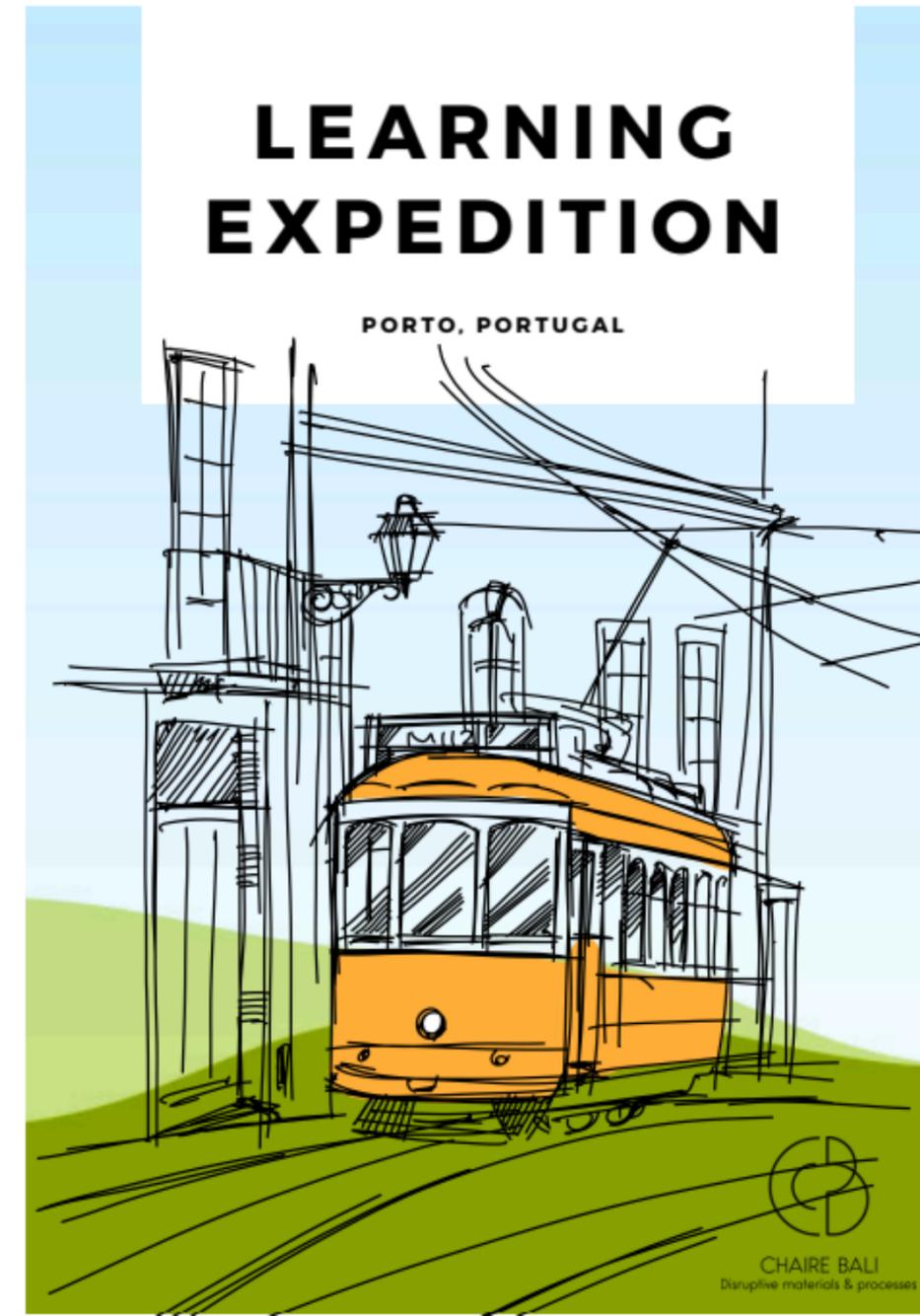
MONDAY March 16	TUESDAY March 17	WEDNESDAY March 18	THURSDAY March 19	FRIDAY March 20	MONDAY March 23	TUESDAY March 24
10:00 - 12:30		10:00 - 11:00				
OPENING SESSION	How <b>AI</b> reduces emissions in <b>traffic management</b>	From waste to worth: sustainable innovation in <b>labs &amp; healthcare</b>	<b>Digital</b> solutions for <b>textile circularity</b>	Decarbonizing energy-intensive industries using <b>energy efficiency solutions</b> , including hydrogen	<b>Smart waste collection:</b> Using IoT and AI for waste management optimization	Empowering change in <b>tourism</b> : sustainability and social impact through <b>purchase</b>
	11:30 - 12:30					
	From space to earth: <b>satellite-based monitoring and space data</b> services for a sustainable and secure planet	Rebuilding resilience: sustainable technologies for <b>post-crisis infrastructure recovery</b>	Innovative pathways to reduce <b>fibre and microplastic</b> dispersion from the <b>textile</b> life cycle	Start-up & scale-ups providing sustainable <b>water solutions</b> for the <b>agrifood</b> and <b>energy</b> sector	Decarbonizing industry with <b>low-carbon materials</b>	
13:00 - 14:00						
<b>Nature-based solutions</b> that restore biodiversity and enhance well-being in European cities	<b>Investors in cleantech meet start-ups:</b> reverse pitching session	<b>Ecodesign</b> for the <b>maritime</b> future : designing sustainable ship, systems and living at sea	Sustainable <b>packaging</b> solutions for <b>retail</b> ecosystem	<b>Smart grids</b> and smart energy solutions for more resilience in European industries	Digital Product Passport ( <b>DPP</b> ) in the <b>food industry</b>	
14:30 - 15:30						
<b>Climate-smart farming:</b> AI, sensors and satellite data for resilient and sustainable crop management	Shaking up the <b>construction</b> sector: <b>innovative solutions</b> to watch out for	Innovative solutions for <b>preserving and restoring soil health</b>	Innovating with purpose: <b>AI, circular design and smart</b> solutions from the <b>creative industry</b>		Powering the future: circular solutions for <b>energy storage</b>	

# Matchmaking is also a powerful tool to turn networking into concrete partnerships:

B2B in **Austria**



Mission from **Biarritz to Porto**



# Decentralised training for CCIIs | Online – in May

**Target:** EEN advisors and clients

**Session run by** the **EU-SME Centre**, an organization that supports European SMEs in accessing the Chinese market through training, advice and practical tools. Context of the cultural and creative industries in China: market size, growth, the role of the urban middle class and the digital transition.

## Key points:

### Overview and context

- Context of the cultural and creative industries in China: market size, growth, the role of the urban middle class and the digital transition.

# Ecosystem events:

- International event and **point of reference** for cultural and creative ecosystem to broaden their knowledge and get inspiration to:
- **Create connections** between the most representative cultural and creative clusters on European and international scene **share best practices**.
- **Explore common paths for bottom-up policies** and support Cultural and Creative Industries.
- **Access** new markets, discover new trends and create opportunities for new businesses.



# Real stories of how the EEN makes ambition happen

Examples of new partnerships scaling up growth and impact across Europe and beyond

A sustainable **art brand** that transforms discarded materials into powerful artistic statements expanded internationally through the SG CCI with the intercultural project “Unquiet Truths” in Germany.



Portuguese **smart industry** parks operator specialising in integrated energy and digital solutions is working with EDIH-NN on intelligent energy solutions in the Netherlands.



Thanks to support from the SG CCI, a European startup dedicated to **life-cycle thinking** expanded to Colombia to measure the environmental impact of sustainable tourism by integrating regenerative practices and biodiversity monitoring in tropical ecosystems.



# Real stories of how the EEN makes ambition happen

## Examples of SG CCI success stories

Technology and creativity combined transform how children learn about music



Diving into the essence of innovative eco-friendly air fresheners



Reshaping media content creation with audience emotional insight



## Over the last 10 years, Building Global Bridges Through Local Ecosystems.

<b>2026, February</b>	Barcelona - Spain	ACCIÓ – Catalònia Trade & Investment	Núria Soler Zurita
<b>2025, December</b>	Turkey - Ankara	METU Design Factory	Arzu Gönenç Sorguç
<b>2025, May</b>	Iceland - Reykjavik	Rannís - The Icelandic Centre for Research	Mjoll Waldorff
<b>2024, November</b>	Slovenia - Ljubljana	SPIRIT Slovenia Business Development Agency	Aleš Ogorevc
<b>2024, May</b>	Poland - Krakow	Krakow Chamber of Commerce and Industry	Anna Karolak
<b>2023, October</b>	Portugal - Porto	AEP, Chamber of Commerce and Industry	Céu Filipe
<b>2023, April</b>	Lithuania - Vilnius	Vilnius Chamber of Commerce, Industry and Crafts	Deimantė Vilčinskaitė
<b>2022, October</b>	Italy - Genoa	Camera di Commercio di Genova	Raffaella Bruzzone
<b>2019, September</b>	Bulgaria - Sofia	Bulgarian Industrial Association	Christina Kasparyan
<b>2019, February</b>	Germany - Düsseldorf	NRW. BANK	Beate Ludwig
<b>2018, October</b>	Hungary - Pécs	Chamber of Commerce and Industry of Pécs	Enikő Schmidt
<b>2018, April</b>	Italy - Udine	Chamber of Commerce of Udine, Italy	Antonella Cappelletti
<b>2017, September</b>	Denmark - Copenhagen	EEN Denmark	Susanne Baden Jørgensen
<b>2017, April</b>	UK, Oxford	Oxford Innovation	Marta Rybarczyk
<b>2026, November</b>	Italy, Torino	Torino Chamber of Commerce	Diego Albesano
<b>2016, June</b>	Croatia, Zagreb	HAMAG - BICRO	Renato Vrebac
<b>2015, November</b>	Portugal, Porto	AEP, Chamber of Commerce and Industry	Céu Filipe
<b>2015, June</b>	Northern Ireland, Belfast	Invest Northern Ireland	Debbie Vance

**No one walks this path alone** – at the right moment, someone in the Network can say: ‘this has potential, let us help you open the next door!’

And this is the Network: **passionate and alive!**

#EENCanHelp

# Thank you

Follow us @EEN\_EU



**Céu Filipe**

Head of Innovation at AEP | Chair of the CCI Group of Experts

AEP- Portuguese Business Association

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# SG Tourism Activities

**Andrea Belloni**  
Chairman Tourism Sector Group  
Lazio Innova S.p.A



## Members of Tourism SG

TOURISM SECTOR GROUP is composed of 96 Members from 33 different countries, both within the European Union and in non-EU countries



## 2025-2028 Tourism SG Objectives

For the 2025–2028 period, the SG aims to support tourism stakeholders – startups, SMEs, DMOs, Tourism Associations, local Authorities – in their twin transition, boosting innovation and digitalization processes

To support them, Tourism SG mapped EEN Clients among its members



## Mapping of EEN Clients of Tourism SG

The mapping of clients was carried out through the distribution of a questionnaire to the SG members to understand the different types of clients, that are the following:

- Micro-enterprises operating in the tourism sector but with varying levels of knowledge regarding innovation, digitalization, and sustainability
- Local authorities
- Trade associations and DMOs

## WP1: Co-creation and Innovation: the European Planning Laboratory

### **Mission:**

to strengthen project development capacities and enhance access to European funding for innovation, sustainability, and digital transformation in the tourism sector

### **Added Value**

The European Project Development Lab operates as a dynamic, inclusive, and co-creative environment, where shared expertise and best practices transform ideas into high-impact, actionable projects

## **WG2 Business Cooperation**

This Working Group is focused on the collection of PODs, work together for company missions and brokerage events

The aim of this work is to facilitate exchange among SG members in order to improve results for our clients

## WG3 Access to Funding and Finance.

Monitoring relevant EU calls, cascade grants as well as access to pitch trainings, investor, VC, EBAN events to support growth of tourism SMEs and address future relevant skills needs in the ecosystem

The screenshot shows the EU Tourism Platform website. At the top, there is a navigation bar with the European Union logo, a search bar, and a 'Join ecosystem' button. Below this is a main menu with categories: Home, What's new?, Policy framework, Stakeholders' actions, Funding and support, Knowledge and learning, Interactive map, Community, and Calendar. The main content area features a large banner image of a market stall with fresh produce and bread. Overlaid on the banner is a call to action: 'Share your commitment!' with the text 'Contribute to a sustainable future by sharing your commitments and supporting the transition of the EU tourism ecosystem.' and a yellow 'Submit your pledge' button. At the bottom of the banner, there is a '3 of 3' indicator. Below the banner, the text 'Access updated information through resources' is displayed.

## WP4: Training and Good practices and synergies with other SGs

### **Mission:**

Collection of Members' Training Needs

Proposal of Decentralized Training Sessions

Identification and Sharing of Good Practices

Maintaining Relationships and Joint Activities with Other Sector Groups

Involvement of Volunteer Members

## 2025 COASTOUR sustainability monitoring assessment tool.

The COASTOUR project was created to support coastal tourism businesses in their transition toward more sustainable and competitive models. Among its various activities, one of the project's most valuable outcomes has been the development of an innovative sustainability self assessment tool, now available at [www.sustainablelabel.eu](http://www.sustainablelabel.eu)

The purpose of the tool is to offer concrete support to small and medium sized tourism enterprises, helping them better understand their current sustainability performance across environmental, social, and governance (ESG) dimensions

Once the self assessment is completed, the tool provides users with a clear and comprehensive picture of their sustainability status and identifies which European sustainability certification scheme the enterprise is currently closest to meeting, guiding businesses in choosing the most suitable certification pathway and understanding where to begin

## 2026 \_ EEN Tourism online Brokerage Event Fifa World Cup Mexico

Beyond match days, there is strong demand for value-added tourism experiences (cultural, regional, thematic, community-based) that can be offered by tourism SMEs. This creates a concrete opportunity for EEN Tourism to facilitate international business connections between European tourism operators and Mexican tourism service providers.

### Description

Organisation of a targeted EEN online brokerage event, focused on connecting tourism SMEs and promoters from Mexico, Europe and selected partner countries whose delegations are expected to travel to Mexico during the World Cup. The event will be held online, over a 3-week matchmaking window, allowing , allowing flexibility for participants' agendas.

Early March (matchmaking open for 3 weeks)

## General Objective

- To facilitate international business connections between Mexican tourism
- service providers and European (and selected non-European) tourism companies,
- expanding alternative tourism offerings linked to the FIFA World Cup in Mexico.

## Specific Objectives

- Enable Mexican tourism SMEs and destinations to present their services to
- international operators
- Support European tourism SMEs in enriching their catalogues with Mexico-based experiences
- Promote SME-driven, diversified tourism beyond football matches
- Strengthen EEN Tourism's role as a facilitator of international tourism partnerships

# Thank you.

# Let's make SG Tourism visible across the Network!



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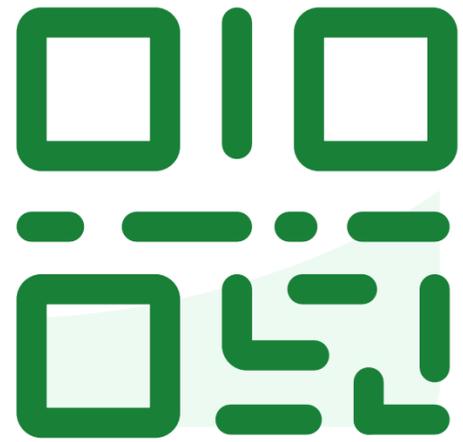
**Andrea Belloni**

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**What would you like to do after this webinar?**



**What is one takeaway you are leaving with today?**

# Thank you

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