Small Business Standards Workshop:

Equipping European SMEs with Skills & Technologies for the Digital Transformation

16 October 2025 10:00 – 13:00

Hybrid: Otto-Suhr-Allee 97/99 - 10585 BERLIN – Germany / Online

Across Europe, small and medium-sized enterprises (SMEs) in traditional industries are under increasing pressure to adapt to the digital era. Technologies such as **artificial intelligence**, advanced **data analytics**, **robotics**, or **IoT-enabled platforms** are transforming production processes, business models, and supply chains. At the same time, the demand for digital skills is growing rapidly, while many SMEs face difficulties in identifying the right technologies, acquiring the necessary expertise, and investing in workforce training.

Sectors such as **personal protective equipment (PPE), textile care, and medical devices** illustrate these challenges well: they are highly regulated and often built on long-established processes, while at the same time confronted with **increasing demand for traceability, regulatory compliance, automation and sustainability**.

This workshop, organised by **Small Business Standards**, in collaboration with DTV and DIGITAL SME, will provide a forum for SME representatives, technology or standards experts, and policymakers to exchange perspectives on the **skills and technologies driving digital transformation** in the traditional industry. It will highlight opportunities for European SMEs to adopt new digital solutions, learn from concrete case studies, and discover resources and initiatives available to support their upskilling and innovation journeys.

AGENDA and Invited Speakers

Moderator: Gabriele Casalini, Tech Project Officer at European DIGITAL SME Alliance

10:00 – 10:10 Opening & Introduction - Welcome by Small Business Standards

Speaker: **Andrea Raffaelli** – Senior Policy Adviser and Experts Coordinator at SBS

10:10 – 10:30 Keynote Presentation

Speaker: Joachim Schwerin – Principal Economist, DG GROW, European Commission

10:30 – 11:20 Expert presentations on key technology trends

- Digitalisation of medical devices and data
    - **Cees Lanting** – Datsa Belgium, ETSI TC e-Health
- Smart Textiles
    - *TBC*

- Identification and Labelling
  - **Niklas Kuhnert** - European EPC Competence Centre GmbH (EECC)
- EU Cybersecurity and regulatory requirements
  - *TBC*
- Artificial Intelligence
  - **Vanessa Roberts** - Tallinn University of Technology

11:20 – 11:25 Short Q&A Session

11:25 – 11:55 Panel Discussion: Technology, Standards and next steps for the Digital Product Passport

Panel Keynote Presentation

- **Thomas Knothe** - Chair of CEN-CENELEC JTC 24 Digital Product Passport Framework and System, Fraunhofer

Panellists:

- **Belen Suarez Lopez** – CEO of Go to Innovation, CEN-CENELEC TC 389 and TC 307
- **Pirkka Frosti** - Founder and CEO of IOXIO
- **David Dolhomut** – Head of Partnerships & Business Development at Traced Systems

11:55 – 12:00 Short Q&A Session

12:00 – 12:20 | SME Journeys in Digitalisation

- Case study (SME): Digital transformation in the PPE/textile service industry

- Case study (SME): Digital innovation in medical devices or textile care

12:20 – 12:45 | Building Digital Skills and Ecosystem Support

European Digital Skills & Jobs Platform

- **Sabrina Vorbau** - Project Manager at EUN

European Skills Partnership for Textile, clothing, leather and footwear industries

- **Pedro Gonçalves** - Policy and Project Officer at EURATEX

European Digital Large-Scale Partnership

- **Caterina Bortolaso** - Project Manager at European DIGITAL SME Alliance

12:45 – 12:55 Q&A Session, Open Discussion & Exchange

12:55 – 13:00 | Final Remarks & Closure

Speaker: Small Business Standards