



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

Consumers & SMEs
in the Digital Single Market (Digi-ConsME)
Jean Monnet Centre of Excellence



Digi-ConsME
Jean Monnet Centre of Excellence

presents

Short Course Thought Leaders Webinar

The Impact of SMEs on The European Economy: Conversational Briefings

Prof. Robin Jarvis and Dani Saghafi

27 May 2021, 11 a.m. – 15 p.m. CET / 10 a.m. – 14 p.m. GMT

The event is free of charge but pre-registration is required

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ABSTRACT

SMEs have become a critical influential element of the European business landscape. This is reflected in key metrics - 66% of those employed in Europe work in SMEs: SMEs contribute 56% of the value added. In individual European jurisdictions this pattern of economic influence is displayed with some variations between the size, and nature of SMEs in these economies. Questions arise as to:

- What are the main drivers of growth of SMEs in Europe?
- The extent SMEs are supported in the development of regulation
- How they are managing in a digital world
- The effect of the pandemic
- Support in their sustainability
- How they can effectively reach markets
- Climate change and SMEs

The webinar will lead by Professor Robin Jarvis and Dani Saghafi of Brunel University London, UK and will consist of a number of brief discussions exploring the above issues with experts.

GUEST SPEAKER'S PROFILE



Robin Jarvis is professor of Accounting and Finance at Brunel University London, UK. He was awarded the British Accounting and Finance Association's Life Time Achievement Award in 2012 in recognition of his contribution to academic accounting and finance. He is a visiting professor at Bamberg University and sits on the editorial board of four academic journals. Robin is an Independent Director of the Registry Trust Ltd. where he chairs their Audit and Risk Management Committee and a Board member of the Genesis Initiative. From a European perspective Robin is a special adviser to the

European Federation of Accountants and Auditors for SMEs (EFAA), member of the European Commission's Financial Services User Group (FSUG) and a member of the Committee of Transparency and Independence



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of the EU's Finance Watch. He was a member of the EFRAG Board for 11 years. The IASB appointed Robin in 2005 to their working group to develop IFRS for SMEs. Prior to returning to academia Robin was employed by ACCA as a Special Advisor.



Dani Saghafi is a lecturer in Accounting at Brunel University London. She leads the consulting group at Brunel and sits on the technical committee of ICAEW Corporate Finance Faculty. She heads Transactions at Frontier Partners, where she leads cross border transactions and investment advisory for SMEs and family businesses. She has worked alongside various stakeholders, delivering financial and operational solutions. Prior to Frontier Partners, she was a Senior Manager in Transaction arm of Deloitte.

The subject matter Experts discussing the topics mentioned are:

1. **David Harvey**, Strategy and public policy leader and adviser in the Family Business/SME sector; Cabinet Member Westminster City Council, London, UK
2. **Paul Thompson**, Director at European Federation for Accountants and Auditors for SMEs (EFAA), Brussels, Belgium
3. **Luc Hendrickx**, Director at SMEunited (formerly UEAPME), Brussels, Belgium
4. **Rebecca Harding**, Managing Director at Saltwhistle, London, UK
5. **Ali Ahmadian**, President and CEO of Heliospectra AB, Gothenburg, Sweden



ABOUT Brunel University London

Brunel University London is a highly regarded London university. Founded in 1966, Brunel is a leading university renowned for its education and research.

Find out more: <https://www.brunel.ac.uk/>

ABOUT Digi-ConSME

“Consumers and SMEs in the Digital Single Market (**Digi-ConSME**)” is the name of the newly established Jean Monnet Centre of Excellence that has been awarded by the European Commission to the Department of Sociology and Economic Law of the University of Bologna. A Jean Monnet Centre of Excellence is a focal point of competence and knowledge on European Union studies. It is awarded to outstanding research groups that have a visible societal impact and do pioneering research at international level. Visit our website: <https://site.unibo.it/digi-consme/en>

Yours sincerely,
Prof. Federico FERRETTI
Director

If you have any question regarding the Conference, please feel free to contact us at:
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