

## The Impact of SMEs on the European Economy: Conversational Briefings

On 27 May Professor Robin Jarvis and Dani Saghafi of Brunel University in recognition of SMEs being a critical influential element of the European business landscape lead a webinar consisting of brief discussions exploring the following issues:

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 market

Climate change and SMEs

The subject matter experts discussing the topics mentioned were:



**David Harvey**

Strategy and public policy leader and adviser in the Family Business/SME sector; Cabinet Member Westminster City Council

London, UK



**Paul Thompson**

Director at European Federation for Accountants and Auditors for SMEs (EFAA)

Brussels, Belgium



**Luc Hendrickx**

Director at SMEunited (formerly UEAPME)

Brussels, Belgium



**Rebecca Harding**

Managing Director at Saltwhistle

London, UK



**Ali Ahmadian**

President and CEO of Heliospectra AB

Gothenburg, Sweden

A number of key topics were highlighted during the session including:

Suitability of existing regulations for SMEs being questioned, challenging proportionality approach

Government support schemes repayments plans for recovery of SMEs coming out of the pandemic

SME sustainability standards being drawn with efforts to find the right balance between accountability and burden of reporting

Acceleration of digitalisation in the past year and opportunities for SMEs to collaborate globally

Availability of short term financing options and hurdles in the current European banking system

Full recording of the webinar is available to view through the following link: [Webinar recording link.](#)

The following are the bios of the two leaders of the seminar:



**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 Finance Watch's Committee of Transparency and Independence. 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 senior 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.

**Brunel University London** is a highly regarded London university. Founded in 1966, Brunel is a leading university renowned for its education and research. You can find out more on <https://www.brunel.ac.uk>.