



CONFERENCE FIRST ANNOUNCEMENT
SMEs and entrepreneurs:
boosting business using
satellite applications
23 MAY, BRATISLAVA, SLOVAKIA



Background

Competitive SMEs are permanently striving to cut costs, increase profit margins, streamline business operations to adapt to quickly changing customer and market demands, as well as to government regulations that impact the way they do business. Producing innovative, attractive products and services based on reliable business intelligence is also a challenge.

Cutting-edge **satellite applications can help SMEs** with such challenges. For instance, geographic and geolocalised data can provide actionable information for strategy making and operational management **in many sectors, from insurance, to retail, to marketing to energy**. Mobile services for workforce and fleet management can help streamline internal workflows, improve relations with customers and suppliers, save time, money and energy. **Satcoms provide uniquely reliable solutions to those businesses for which data access and sharing or real-time monitoring of equipment are critical.**

Conference objectives

This conference, jointly organised by the Ministry of Education, Science, Research and Sport of the Slovak Republic and EURISY, will **inform SMEs from sectors other than space – such as transport, retail, construction, agriculture or tourism – of the use of satellite services and of the economic opportunities they procure**. In particular, the conference will:

- inform SMEs and entrepreneurs about how satellite applications can help their business needs;
- feature **concrete examples** of how satellite applications have been used in different sectors; through success stories shared by the SMEs themselves;
- provide information about support and **funding opportunities** for user-SMEs in sectors other than space;
- inform about how to deal with obstacles associated to taking up innovative solutions;
- Eurisy will provide feedback to decision- and policy-makers on the support user-SMEs need to take up satellite applications;

Target audience

- SMEs from all sectors, SME associations, consultants to SMEs
- Innovation and SME policy-makers, decision-makers from European, national and local levels of governance

Programme Outline

1. OPENING SESSION

Welcome addresses & Keynote speeches

2. HOW TO ENHANCE BUSINESS PROCESSES?

Good practices: Representatives of SMEs who use satellite applications for operations management share their operational experience and the value for money of the applications.

3. HOW TO STIMULATE INNOVATION, CREATE NEW BUSINESS AND SERVICES?

Good practices: Representatives of SMEs who created a new product or service using satellite applications will share their experience and results.

4. EUROPEAN AND NATIONAL TOOLS AND PROGRAMMES SUPPORTING SMEs

Institutional speakers will present national and European funding and organisational support schemes available to SMEs

5. CLOSING SESSION

Conclusion and recommendations



Exhibition stands

About 10 exhibition stand spaces will be available for exhibits in relation to small businesses and satellite applications. If you wish to present your experience or your activities, please write to bratislava2013@eurisy.org and we will get back to you with further details.

Practical details

Venue: Bratislava - Slovakia

Working languages: English and Slovak (with simultaneous translation)

Registration: **free**, but compulsory for attending the workshop. [Click here to register online.](#)

