

# ESNA FORUM 2025

DAY 1 – GOVERNMENT	Wed, 26 Nov
	09h00 – 09h30 Reception & Welcome Coffee
	<b>09h30 – 09h35</b> <b>Welcome</b> Arthur Jordão, Executive Director, ESNA
	<b>09h35 – 09h50</b> <b>Keynote</b> Roberto Viola, Director General DG Connect
	<b>09h50-10h05</b> <b>Opening Remark</b> Eléonore Simonet, Minister of the Middle-Class, Self-Employed and SMEs of Belgium
	<b>10h05-10h25</b> <b>ESNA: the State of the Alliance</b> Arthur Jordão, Executive Director, ESNA  Topics: <ul style="list-style-type: none"><li>• EU Startup and Scaleup Strategy</li><li>• Update on ESNA EDIC</li><li>• Enlargement of Alliance to Western Balkans - TBD</li><li>• SNS 2.0 Ministerial Declaration</li></ul>
	10h25 – 10h55 Group Picture & Coffee Break
	<b>10h55-12h25</b> <b>Ministerial Interventions</b> Chairing: Emmanuel Pieters, Chairman of the Presidency Board of ESNA and Director General SME Policies, FPS Economy, Belgium
	<b>12h25-12h40</b> <b>Closing Remarks</b> Option A: <b>Ekaterina Zaharieva</b> , EU Commissioner for Startups, R&I Option B: <b>Antonio Costa</b> , President of the European Council
	12h40-14h00 Lunch Break