



*European Federation of Accountants and Auditors for SMEs*

## **3, 2, 1: countdown to EFAA conference!**

**Third Millennium  
Second decade  
First conference of the year**

### **The Growing Importance of Accountants to SMEs in a New Age**

Brussels, 19 January 2010  
Martin's Central Park Hotel  
Boulevard Charlemagne 80

Meeting room Topaz

8:30 Registration

8:45 Opening and introduction by **Geoffrey Britton**, EFAA President

9:00 **Session 1 – Two key elements of SME development: access to finance and financial reporting – discussing results from recent surveys**

Moderator Federico Diomeda

Speakers IFAC SMPC – Mr. Florin Toma  
European Commission – DG Enterprise/Financing  
Innovation and SMEs unit - Mr. Vesa Vanhanen  
Deputy Head of Unit  
Prof. Robin Jarvis ACCA  
Free University of Brussels Prof. Joel Branson and  
Ph. D Researcher Vicky Cole

Discussion

10:45 Coffee break



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**11:15 Session 2 – The role of the accountant: Moving forward – Access to finance and financial reporting - Best practices and SME needs**

Moderator Federico Diomeda

Speakers Luc Hendrickx (UEAPME)  
Frits Witt (Ura Agency - The Netherlands)  
Hans Orre (Orres - Sweden)  
Axel Pestke (DStV – Germany)

Discussion

13:00 Lunch Break

**14:00 Session 2 – Continued - The role of the accountant: Moving forward – Access to finance and Financial reporting - Best practices and SME needs**

Moderator Jørgen Lund

Speakers Panel discussion with practitioners  
Loreta Calero (Horwath - Spain)  
Paula Franco (OTOC - Portugal)  
Sylvie Boyer (ECF – France)

Discussion

16:00 Closing remarks

## **EFAA – THE BIG VOICE FOR SMALL BUSINESS**