

**US-EU Trade & Technology Council (TTC) SME Webinar  
How Standards Help SMEs to Innovate, Compete, and Grow  
13 December 2022, Virtual Only**

**Introduction – 9:00 EST/15:00 CET**

Welcome

- Dr. Laurie Locascio, Undersecretary of Commerce for Standards & Technology and Director of the National Institute of Standards & Technology (NIST)
- Maive Rute, Chief Standardisation Officer, European Commission

**Session 1: Standards in Trade, Growth and Innovation – 9:10/15:10**

- Gordon Gillerman, NIST - Importance of standards for trade and innovations
- Thibaut Kleiner, DG Connect, EC - Relevance of standards for growth, SMEs and emerging technologies
- David De Falco, Commerce Department - Overview of TTC Working Group on SME's
- Sebastiano Toffaletti, European DIGITAL SME Alliance – Global tech standards: an opportunity for EU and US SMEs to collaborate
- Question & answer period

**Session 2: Spotlight on Artificial Intelligence and Biotechnology 10:00/16:00**

- Lucilla Sioli, DG Connect, EC – Standardisation in support of the development of trustworthy AI
- Thomas Barreau, France Digitale – SMEs and AI standardisation
- Sheng Lin-Gibson, NIST– Biotechnology standardization opportunities
- Jean Qiu, PhD, Founder, CTO, Nexcelom Bioscience – SME perspective on standardization
- Question & answer period

**Session 3: Session focused specifically on resources for SMEs – 10:30/16:30**

- Christine Brown, U.S. Small Business Administration – moderator
- Sophie Mueller, DG GROW, EC - The EU strategy for inclusiveness of SMEs in standardisation
- ASTM speaker - US strategies to include SMEs in standardization
- Maitane Olabarria, SBS (Small Business Standards) - SMEs and standardisation in the EU and internationally
- Brian Scarpelli, ACT|The App Association – SME's and standardization U.S. experience
- Question & answer period

**Workshop Summary and Next Steps – 11:30/17:30**

- Anthony Quinn, U.S. Commerce Department
- Gwen Cozigou, DG GROW, EC

**Workshop Concludes – 12:00/18:00**