



PIN-SME virtual Board meeting 3 September 2015

Participants

Oliver Grün (OG), Bo Sejer Frandsen (BSF), Bruno Robine (BR), Fabio Massimo (FM), Leopoldo Salinas (LS), Sebastiano Toffaletti (ST)

Minutes

1. **Welcome by the President:** OG opens the meeting; ST introduces LS who received a proxy from Joaquin Garrido.
2. **Approval of the agenda:** Approved.
3. **2014 accounts:** OG presents the accounts with the changes decided by the previous GA/Board meeting (reference to doc PS018). No comments.
4. **New name: trade mark registration and launch:** OG reports that the trademark registration for Digital SME Alliance was filed by PIN-SME at the EU Trade Mark office (OAMI). So far the application was accepted and the final publication is expected in January 2016.
OG proposes to maintain the trademark as registered but to add “European” ahead of the name as to better explain and market the scope of the organisation. The proposal is accepted.
The participants also agree that the new name can be launched before the name of PIN-SME is officially changed, once the trademark registration process at OAMI reaches a sufficient stage of advancement.
5. **Situation with SBS:** OG and ST report that SBS made a contract proposal with unjustified reduction by approx. 20K €. PIN-SME rejected it. So, there is still no contract. However, OG is invited to the next SBS Bureau meeting on 16 September and there are chances that the issue can be solved then. In the meantime, OG met the managing director of ZDH; FM reported good contacts with Confartigianato ICT; BR reported no advancement with CGPME, however, he promised to try again before 16 Sept and asked ST to get in touch with CGPME in Brussels.
6. **Grand Coalition Blueprint on SME digital enablers:** The Grand Coalition (GC) will publish this Blueprint as proposed by PIN-SME with a collection of real success stories of SMEs that have been “digitally enabled” by an IT SME. The publication will be linked to the Digital Single Market (DSM) as a way for its implementation.
OG calls the members to propose success stories that can be included in the publication.
AC proposes the idea to organise a European competition of the best “digital enablement” (or “digital transformation”). The participants agree that it is a good idea that could perhaps obtain financial support from the EC or from private sponsors.
ST and OG stress that collecting a good number of success stories is the first step; if we are successful, then they can use this to build a case in order to ask additional support to the EC for a European competition.

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7. **Grand Coalition Digital Jobs Fair in Madrid, 20 Nov 2015:** ST explains this initiative (reference to doc PS019) hosted by Telefonica in Madrid, where SMEs can meet IT skilled candidates. The fair is focused mainly on large companies, but it is also open for free to SMEs. LS says that it would be good to have some Spanish SMEs and that he will ask his association to inform its members.
8. **Campaign for new members:** OG reports that BITMI is supporting PIN-SME by creating a list of regional associations that will be contacted with a value proposition. The campaign will be launched in connection with the new name.
9. **Next meetings**
ST will check whether a physical meeting is necessary in order to process the name change, else a virtual meeting will be held. A date will be set before the end of the year.
10. **AOB:** BITMI is preparing a position paper on the Digital Single Market (DSM). This will be proposed to the members of PIN-SME for approval and it will be used to promote PIN-SME and request a meeting with Commissioner Oettinger.
11. **End of the meeting**

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