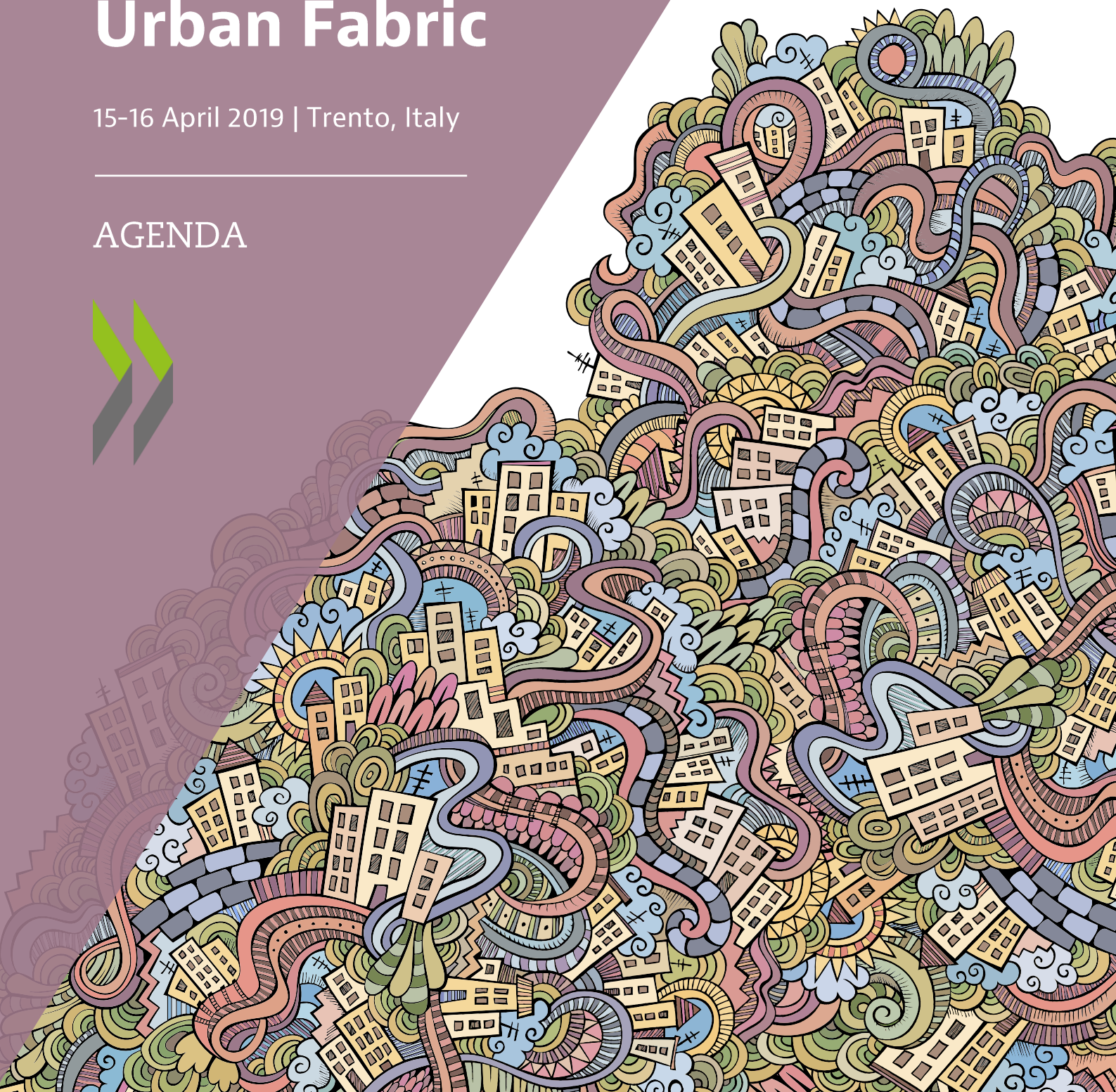


OECD Trento Centre for Local Development

Conference on
**SMEs and the
Urban Fabric**

15-16 April 2019 | Trento, Italy

AGENDA



AXEL AND MARGARET
AX:SON JOHNSON FOUNDATION



Provincia autonoma di Trento



OECD
BETTER POLICIES FOR BETTER LIVES

SMEs and the Urban Fabric

■ Rationale

What makes a liveable place? What makes a place a thriving hub of entrepreneurship and growth?

These two questions might have the same answer. SMEs and entrepreneurs can benefit from well-functioning, well-designed and well-planned cities, the same way these cities and their neighbourhoods can benefit from local entrepreneurs and SMEs that create jobs, but also authenticity, charm, social integration and social connections.

But the ecosystem for entrepreneurs and SMEs is not guaranteed given, as not all urban environments are conducive to having a dynamic business community. It is therefore crucial to understand what economic policies, business regulation, land use and urban planning can help leverage the benefits that SMEs and entrepreneurs can provide to create liveable places.

■ Objective

The two-day international conference on SMEs and the Urban Fabric will assess how far we can go in answering two questions: “What can SMEs do for their cities?” and “What can cities do for their SMEs?”.

The conference brings together speakers that tackle the questions at different scales, such as cities, clusters, or neighbourhoods. It also brings together speakers from different backgrounds that take an economic, planning or social lens when considering the complex interplay between SMEs and the city.

Over the course of two days the aim is to assess the state of knowledge and the existing knowledge gaps when it comes to the factors that make entrepreneurs and SMEs valuable for the city and the contribution that cities make to the performance of their SMEs.

■ Participants profile

This workshop brings together researchers, policy makers and practitioners to discuss ways in which policies, regulations and planning can help create an environment for thriving entrepreneurship and SMEs, while at the same time leveraging these entrepreneurs for local development. The discussion will combine presentations of academic research with practical examples and open discussion with all participants.

■ Working Language

All sessions will be conducted in English. Italian interpretation will be provided.

■ Dates & venue

15-16 April 2019.

OECD Trento Centre, Vicolo San Marco 1, Trento, Italy.

■ Contact

OECD Trento Centre: Elisa.Campestrin@oecd.org

 oe.cd/SMEs-Cities

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[#OECDsme](https://twitter.com/OECD_local) [#InclusiveGrowth](https://twitter.com/OECD_local)

■ Organiser

The OECD Trento Centre for Local Development is an integral part of the OECD (Organisation for Economic Cooperation and Development), whose mission is to promote better policies for better lives. The OECD facilitates a dialog among governments by comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The mission of the Trento Centre is to build capacities for local development in OECD member and non-member countries. The 2018-2020 vision combines an enhanced international role as capacity building provider for national and sub-national authorities on issues related to local development and a new development as a centre of excellence on issues related to spatial productivity. www.trento.oecd.org.

■ Partners

The Axel and Margaret Ax:son Johnson Foundation is a private foundation for public benefit with the primary purpose of promoting scientific and scholarly research in the humanities and social sciences. The Urban City Research department aims more specifically at generating knowledge and research on how to build cities for people – with a direct focus on the importance of public spaces in our cities. <http://axsonjohnsonfoundation.org>.

The Autonomous Province of Trento – International Affairs Service. The Autonomous Province of Trento is one of the two provinces of the Trentino South Tyrol Region which, as a consequence of a constitutional law, possesses a special form of autonomy with wide legislative and administrative powers in many important fields, among which environment, territory, transports, public works, economy, labour, production, healthcare, assistance, society, transports, culture, education, university and research. The International Affairs Service is responsible for the execution of the international development co-operation and solidarity programmes and projects, as well as for the international governmental relations and the co-ordination of internationalisation programmes and actions realised by the Autonomous Province of Trento. www.provincia.tn.it

MUSE, Science Museum of Trento is a public institution for scientific research and people's engagement; it disseminates knowledge about environment fostering the sustainable development for the benefit of society. MUSE aims at spreading scientific culture, especially referred to the Alpine environment, using up to date and innovative scientific research and science communication tools. Designed by Renzo Piano architect, MUSE inaugurated in July 2013, and since then welcomed over 3 million visitors, becoming an inspirational place for people of any background and age, generating curiosity and promoting sociality. www.muse.it

Sunday, 14 April 2019

Venue: *Palazzo Roccabruna, Via SS. Trinità 24, Trento*

18.30-20.00

Welcome cocktail at Palazzo Roccabruna – Discovering Trentino products



Palazzo Roccabruna, opened in November 2004 after lengthy renovations, is the prestigious setting that the Chamber of Commerce of Trento has devoted to the development and promotion of local culture, traditions and products. Its rooms, boasting an artistic heritage of great value, are the backdrop to events and exhibitions that are intended to guide the consumer in his discovery of the most emblematic handicraft and food and wine products of Trentino.

Palazzo Roccabruna, Home of Trentino products, is a reference for consumers, enthusiasts and professionals who, in a well-informed and conscious way, wish to learn and develop their knowledge of the handicraft and food and wine facets embodying Trentino's authentic potential for quality products. Palazzo Roccabruna houses the Enoteca Provinciale del Trentino (Provincial Wine Promotion Board of Trentino) since September 2007. In its rooms, it is possible to admire a splendid historic collection of over 600 Trentino wine labels, dating from the 40s to the 80s, that illustrate the province's wine history. www.palazzoroccabruna.it

Monday, 15 April 2019

Venue: OECD Trento Centre for Local Development, Vicolo San Marco 1, Trento

- 08.30-09.00** ○ Registration and welcome coffee
- 09.00-09.30** ○ **Opening remarks**
- SPEAKERS
- Alessandra Proto**, Acting Head of Trento Centre, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD
- Peter Elmlund**, Head of Urban City Research Programme, Axel and Margaret Ax:son Johnson Foundation, Sweden
- Achille Spinelli**, Local Minister for Economic Development, Research and Employment, Autonomous Province of Trento, Italy
- 09.30-10.15** ○ **Keynote 1**
- KEYNOTE
- Saskia Sassen**, Professor of Sociology, Columbia University and London School of Economics, US and UK
- 10.15-10.45** ○ *Coffee break*
- 10.45-11.45** ○ **Session 1: Small, medium, strong – The value of SMEs**
- The vast majority of firms are SMEs and most people work in a SME with less than 250 employees. But what is the contribution of SMEs beyond these standard headlines? What are the factors that help SMEs reach their full potential? Some of these factors are internal to the firm, but many aspects are determined by the market they serve and – importantly – the place where they operate.
- CHAIR
- Karen Maguire**, Acting Head of LESI Division, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD
- SPEAKERS
- Sandrine Kergroach**, Senior Economist, SME and Entrepreneurship Division, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD
- Martin Andersson**, Professor of Industrial Economics, Blekinge Institute of Technology (BTH) and CIRCLE at Lund University, Sweden
- Nadine Levratto**, Research Professor, CNRS, University Paris Nanterre, France
- 11.45-12.45** ○ **Open panel Keynote 1 and Session 1**
- Open discussion with all seminar participants
- 12.45-14.15** ○ *Lunch*
- 14.15-15.00** ○ **Keynote 2**
- KEYNOTE
- David Audretsch**, Professor, School of Public and Environmental Affairs, Indiana University, US

15.00-16.00 **Session 2: SMEs in the city – What can SMEs and entrepreneurs do for our cities?**

What do SMEs and entrepreneurs do for our cities? They are not only providing jobs, but can at the heart of social cohesion. They bring authenticity to an area, charm, identity and ultimately liveability. A lot hinges on entrepreneurs as they have a stronger incentive to be both engaged and give back to the local community than managers in larger companies as they are directly affected (and will remain affected) by their local environment, both economically and personally.

CHAIR

Morgane Schwab, Urban City Research, Axel and Margaret Ax:son Johnson Foundation, Sweden

SPEAKERS

Andrea Morrison, Associate Professor in Economic Urban Transitions, Utrecht University and Bocconi University, Netherlands and Italy

Darja Reuschke, Associate Professor in Human Geography, University of Southampton, UK

Roberta Capuis, Head of Urban Planning and Regeneration, Confcommercio-Imprese per l'Italia, Italy

16.00-16.30 *Coffee break*

16.30-17.30 **Open panel Keynote 2 and Session 2**

Open discussion with all seminar participants

17.30-17.45 **Closing Day 1**

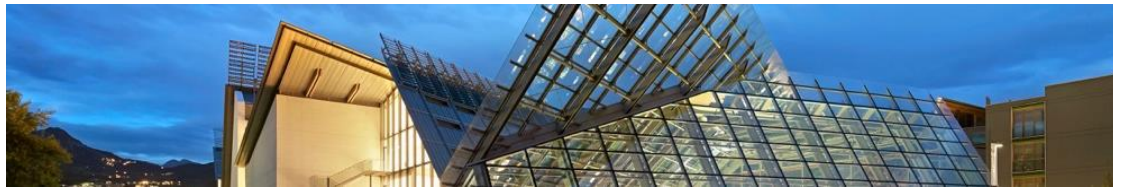
SPEAKER

Karen Maguire, Acting Head of LESI Division, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

18.00-18.30 *Transfer to dinner reception - Group walk*

18.30 **Dinner reception at MUSE, Science Museum of Trento**

Venue: MUSE, Corso del Lavoro e della Scienza 3, Trento



An extraordinary and exclusive opening for a dinner reception followed by a private guided tour of the museum.

Located in the northern part of Trento's redeveloped *le Albere* district, the museum aims to form a link between ancient and modern, between the new residential buildings spreading down the southern slope and the historic Palazzo delle Albere to the north, which houses the Trento and Rovereto Modern and Contemporary Art Museum (Mart).

MUSE is the beating heart of this area, once occupied by the French Michelin factory, which for around sixty years, from 1926 until it stopped production in 1998, employed thousands of local workers. The project to redevelop the former Michelin district, completed in 2013 after ten years of virtuous cooperation between private enterprise and public institutions, has restored a valuable urban area and renewed the link between Trento and the River Adige, diverted in 1858 from its old course, which skirted the historic city centre.

MUSE represents an exceptional element of success of a vast urban regeneration plan. It takes also part in committees for the regeneration of non-urban contexts, such as Mount Bondone, Trento's alp, a destination in need of a relaunch where MUSE is present with two of its research centres. MUSE science museum in Trento effectively uses outer spaces to outreach and engage the community. Community development is a goal MUSE wishes to reach through countless initiatives, many of which are also relevant for cultural development and inclusion, revealing one of MUSE's typical modes of action: choose a strategy only if it serves multiple purposes. www.muse.it

Tuesday, 16 April 2019

Venue: OECD Trento Centre for Local Development, Vicolo San Marco 1, Trento

09.00-09.15 **Opening remarks**

SPEAKER

Alexander C. Lembcke, Economist/Policy Analyst, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

09.15-10.00 **Keynote 3**

KEYNOTE

Christopher B. Leinberger, Charles Bendit Distinguished Scholar and Research Professor and Chair, Center for Real Estate and Urban Analysis, George Washington University School of Business, US

10.00-10.30 *Coffee break*

10.30-11.30 **Session 3: The shape of cities**

Where is the space for small firms in cities? What kind of urban morphology, what density or what combination of (mixed) uses supports SMEs. Location matters for the success of firms, but also for their impact on their local community. These “externalities” can arise at different scales and across different sectors and are often hard to capture.

CHAIR

Michael Mehaffy, Senior Researcher, KTH University Stockholm, Sweden

SPEAKERS

Matthew Carmona, Professor of Planning and Urban Design, University College London, UK

Tim Stonor, Managing Director, Space Syntax Limited, UK

Francesca Froy, Honorary Research Associate, UCL Institute for Innovation and Public Purpose, UK

11.30-12.30 **Open panel Keynote 3 and Session 3**

Open discussion with all seminar participants

12.30-14.00 *Lunch*

14.00-14.45 **Keynote 4**

KEYNOTE

Andrés Rodríguez-Pose, Professor of Economic Geography, London School of Economics, UK

14.45-15.45 **Session 4: Policy, governance and regulations**

What can governments do? Many places are actively engaged in developing their business environment through planning and zoning regulations, but also through caps on store size or even content requirements of firms (especially those on the most attractive high streets). Many planning systems are not guaranteeing space for creation and growth of small businesses. At the same time, national and local governments are actively working to streamline administrative procedures and reduce the burden on firms.

CHAIR

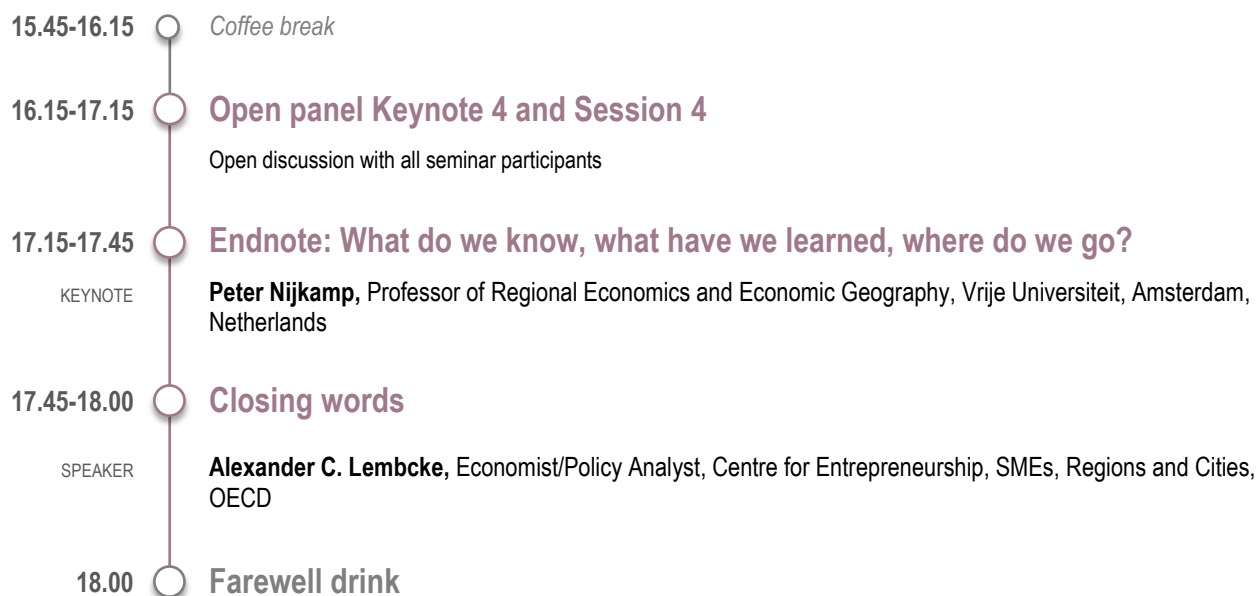
Alexandra Tsvetkova, Economist/Policy Analyst, Trento Centre, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

SPEAKERS

Cathy Parker, Director and Professor, Institute of Place Management (IPC) and Manchester Metropolitan University, UK

Brian Falk, Director, Project for Lean Urbanism, US

Robin Newberger, Senior Business Economist, Community Development and Policy Studies, Federal Reserve Bank of Chicago, US



Wednesday, 17 April 2019

Departure from Dante Square, Trento, Italy

09.30-12.45

Study visit: Manufacture Project Ltd and Mechatronic Pole

09.30-10.00

Transfer from Trento to Progetto Manifattura, Piazza Manifattura 1, Rovereto

10.00-11.00

Visit to Progetto Manifattura – Manufacture Project



Progetto Manifattura Ltd was set up in 2009 by the Autonomous Province of Trento. 100% owned by Trentino Sviluppo, the province's development agency, the company is transforming an historic ex-tobacco plant in Rovereto, Italy, into a cleantech development zone and a place for demonstrating the value of innovative solutions in architecture, engineering, systems, energy supply, and services.

Progetto Manifattura is an incubator and hub for companies with sustainable projects, designed to be a model for sustainable growth that educates the public as it stimulates the green economy. It's a productivity platform that offers a mix of uses: offices, light manufacturing, test labs, research, education, and services. Access to plazas and walkways give people a chance to learn and participate. The project provides companies with a production platform complete with services, skills, and specialized know-how. The rebirth of the old Manifattura is the result of the combined actions of companies, research laboratories, services targeted to business, and other actors with the common goal of growing ecosustainable enterprise. www.progettomanifattura.it/en

11.00-11.10

Transfer to Mechatronic Pole, Via Fortunato Zeni 8, Rovereto

11.10-12.15

Visit to Polo Meccatronica - Mechatronic Pole



The project of Polo Meccatronica, strongly supported by the Autonomous Province of Trento, is coordinated by a mixed public-private task force, marked by a wide range of interdisciplinary skills. Trentino Sviluppo is the governing body, fixing the strategic and operational lines of the project, that also includes: Autonomous Province of Trento, Bruno Kessler Foundation, University of Trento, Confindustria Trento and G. Veronesi Vocational Centre on behalf of the technical and vocational Trentino high - schools.

Within Polo Meccatronica, players from the world of production, training, and research can dialogue and collaborate, driving forward mechatronic engineering that combines IT, electronics, mechanics, hydraulics, pneumatics, and sensors. The cohabitation of start-ups, colleges, university departments, research centres, and industrial accelerators, supported by high value-added services offered by Trentino Sviluppo, creates ideal conditions for the testing and the production of innovative processes and products. Polo Meccatronica is the latest development which reflects Trentino's natural inclination towards mechanics and mechatronics. Indeed, this is the sector that employs the highest number of employees in the Trentino manufacturing industry (almost 10 000), counting about 800 active companies and providing an important contribution to the region's export. www.polomeccatronica.it/en

12.15-12.45

Return to Trento

Conference on SMEs and the Urban Fabric

15-16 April 2019 | Trento, Italy

VENUE

OECD Trento Centre for Local Development
Vicolo San Marco 1, 38122 Trento, Italy

CONTACT INFORMATION

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@OECD_local #OECDsme #InclusiveGrowth

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This event is part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities activities.

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies. www.oecd.org/cfe