

NOT ONLY BUSINESS...

"Opening up to the business world is part of a wider commitment to better understand the regional realities",

underlined Pascal Goergen, AER Secretary General. Starting from this point, AER created an Academic and Training Centre, composed of experts on the questions of regionalisation and decentralisation from all across Europe.

"In the same vein, and since its creation, AER has always put Youth at the heart of its actions, notably through its 'Youth Regional Network' and more recently the 'Youth and Students Community'.

web address: www.aer.eu

How to boost Small and Medium-Sized Enterprises?

According to the European Commission, more than 99% of all European businesses are, in fact, **Small and Medium-Sized Enterprises (SME)**. They provide two out of three of the private sector jobs and contribute to more than half of the total added value created by businesses in the EU.

Moreover, SMEs are the true backbone of the European economy, being primarily responsible for wealth and economic growth, next to their key role in innovation and R&D. What is even more intriguing is that nine out of ten SMEs are actually micro enterprises with less than 10 employees. Hence, the mainstays of Europe's economy are micro firms, each providing work for two persons, in average.

In this context, the Assembly of Euro-

pean Regions proposes to open-minded and innovative SMEs to join the AER Dynamic Regional SMEs network. This **economic subsidiarity** represents a unique opportunity for companies to meet with politicians and policy makers at the regional level, which is by nature very accessible and flexible. Acting as a networking platform, sharing ideas and exchanging good practices, AER wishes to boost growth via the development of **interregional economic exchanges**, opening new markets for businesses and new opportunities throughout Europe, and giving regions the opportunity to benefit from the ideas, expertise and know-how of the private sector.

Promoting economic exchanges between SMEs from different regions can,

by way of example, give them the chance to join their forces and create skills and knowledge centers.

"Instead of proposing business to business relations (B2B), we put forward economic exchanges through regions to regions (R2R). This is the added value of our Business Community. We will help a regional enterprise to promote and internationalize itself among our 230 member regions. We are talking about an effective economic subsidiarity" explained Pascal GOERGEN, AER Secretary General. "It is important to underline that nowadays, 99% of European enterprises are SMEs. We are talking about 23 millions enterprises! Regional authorities have the responsibility to provide concrete solutions to this new design", he concluded.

How to become one of the AER Dynamic Regional SMEs ?

You consider your company as a open-minded and innovative SME and you wish to enjoy the benefits of a wide network bringing together regional leaders, European stakeholders, thematic networks and bigger companies?

To join our Business Community and become one of the AER Dynamic Regional SMEs, please send us this registration form. Upon reception, we will directly get back to you with a proposal of partnership.

The membership fee for 2014 is directly linked to the number of employees working in your company (VAT not included):

1 to 20: €250

21 to 50: €500

51 and more: €1000

Registration

Name of the company: _____

Address: _____

City/Region/Country: _____

Business sector/Industry: _____

Number of employees: ☐ 1 to 20 ☐ 21 to 50 ☐ 51 and more

Name and function of the representing person: _____

E-mail: _____

Phone number: _____

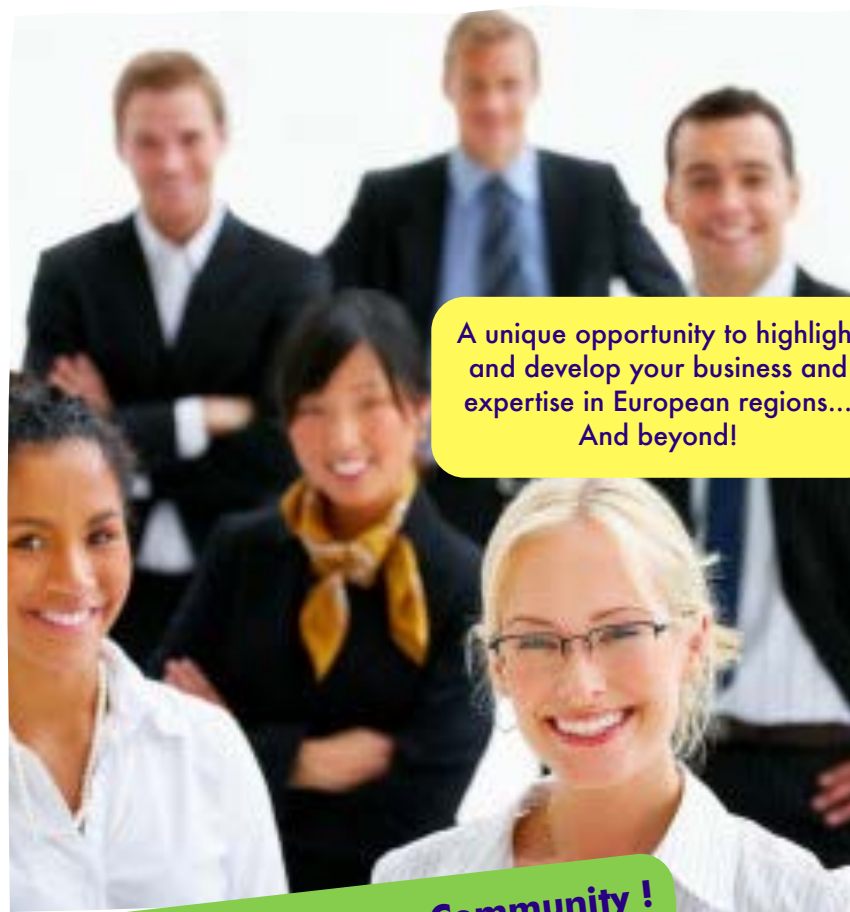
Website: _____

☐ I am interested in joining the AER Dynamic Regional SMEs and want to receive more information.

Date: _____ Signature: _____



The Assembly of European Regions' Dynamic Regional SMEs



A unique opportunity to highlight and develop your business and expertise in European regions... And beyond!

Join our Business Community !

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