



# CEPE

The voice of paint, printing ink and artists' colours in Europe

Across the EU CEPE has some 500 SMEs.

The management structure in these companies is usually simple and flat. Companies rely heavily on a few middle and senior managers who are typically long serving, experienced, and possess the core know-how of the business.



## SME AGORA

INTERACTIVE ROUND TABLE

26 September 2018

### Recruit and retain middle and higher management in SMEs

*A Forum on: Opportunities and Challenges for SMEs*

Intended for Directors or managers in SMEs

Sept 26 2018

15:00 - 17:00

The day before the annual conference

Free-of-charge

Discussion leader:  
**André Viera de Castro**  
Director of an SME and  
CEPE Board member.

Introduction:  
**Andrew Milton-Thompson**  
Director of In2Search  
recruiting firm with many  
years of experience in  
attracting talent for the  
industry.

Hyatt Regency Belgrade  
Milentija Popovica 5  
11070 Belgrade  
Serbia

[Join Us Now](#)

## The dynamics of recruiting

Recruiting into these positions is a critical task for the owner or CEO. When successful this can be an opportunity to raise the bar, but a poor result can be very damaging. Because of the niche strategy and narrow focus characteristic of an SME, it is usual to feel that the potential outside talent pool is limited. Added to that, SMEs lack name recognition and can't offer the same opportunities for career development compared with larger multinationals.

The forum will discuss how to manage these challenges and exploit the opportunities.

On the other hand, the SME environment can be attractive to some of the best talent - in the right life and career circumstances.

The forum will explore and share experiences and search out best practices.

SMEs often have low staff turnover- which is both good and bad. SMEs often benefit from, and offer, high staff loyalty, but it can be hard to keep talented people motivated if there is no room for growth. There may be few opportunities for young people to move up, or to bring in experienced outside talent to leaven the management team.

## Retain the best managers

### Registration

### Hotel accommodation

Attending this SME Agora does not imply that you must attend CEPE's Annual Conference. You are of course welcome to participate and may have a look to attend one or more parts.

**Get-Together:** Company delegates who have not registered for the CEPE Conference may attend the Get-Together at 19.00 for a fee of € 100 per person. You may also register for the CEPE Annual conference via the same link

**SME AGORA**  
**INTERACTIVE ROUND TABLE**  
**26 September 2018**