



Secretary-General
SMEunited

Véronique Willems is representing Crafts and SMEs in Europe as the Secretary General of SMEunited (formerly known as UEAPME) since January 2017.

Beforehand and as from 2009, she was the Head of European affairs at UNIZO (SMEunited Belgian member organisation) and was responsible for advocacy on policies affecting SMEs at EU-level.

In January 2016, she was nominated deputy to the SME-representative for Belgium at the European Economic and Social Committee.

Ms Willems started her career at UNIZO in 1999 as Policy Officer in charge of education, training and SME counselling and went on to work at the regional office (Vlaams-Brabant & Brussel) as responsible for advocacy at regional level, mentorship programs and individual counselling for entrepreneurs.

Ms Willems holds a Law degree from Vrije Universiteit Brussels and a Master's Degree in Commercial sciences / Business management from VLEKHO Brussels.