SMEs AND GLOBAL MARKETS:  
THE MISSING LINK FOR INCLUSIVE GROWTH

The goal of this half-day seminar is to exchange views with the Geneva-based trade policy community on ITC’s ongoing work for a forthcoming flagship report on the competitiveness of small and medium-sized enterprises (SMEs).

After a short presentation on the nature, structure and content of the SME Competitiveness Outlook, senior private sector and government representatives will provide views on the themes to be developed in the upcoming report, and discuss the role of different stakeholders in supporting SME growth and their integration into global markets.

Programme

10:30-10:45 Opening remarks  
Robert Koopman, Chief Economist, WTO

10:45-11:00 SME Competitiveness Outlook: A new ITC flagship publication  
Ashish Shah, Director, Division of Country Programmes, ITC

11:00-11:15 SME Competitiveness Outlook 2015  
Marion Jansen, Chief Economist, ITC  
Presentation of first findings of academic background work conducted by a global network of researchers for the ITC forthcoming flagship publication on SME Competitiveness

11:15-12:15 SMEs and Global Markets – The Missing Link for Inclusive Growth?  
Moderator:  
Jacqueline Coté, Director Public Relations, Graduate Institute of International and Development Studies

Panelists:
H.E. Ambassador François Xavier Ngarambe, Permanent Representative, Permanent Mission of Rwanda to the United Nations Office at Geneva  
H.E. Ambassador Alvaro Cedeño, Permanent Representative, Permanent Mission of Costa Rica to the WTO  
Donia Hammami, Policy Manager, Taxation, Customs and Trade Facilitation, International Chamber of Commerce  
Naoyuki Yoshino, Dean, Asian Development Bank Institute  
Lucian Cernat, Chief Economist, DG Trade, European Commission  
Francis Hintermann, Global Managing Director of Accenture Research (B20 Knowledge Partner)

12:15 – 13:00 Discussion