

SME COMPETITIVENESS OUTLOOK 2019

International Trade Centre

SUSTAINABLE DEVELOPMENT GOALS

MSME DAY 2019

BIG MONEY FOR SMALL BUSINESS

27 JUNE - #MSMEDAY19

In partnership with:

REPUBLIC AND STATE OF GENEVA

mSMEs

WTO Joint Initiative on MSMEs

SUSTAINABLE FINANCE GENEVA

where finance meets impact

WTO OMC

MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES DAY

Thursday, 27 June 2019

World Trade Organization, Room CR, Geneva

Join us to celebrate Micro, Small and Medium-Sized Enterprises Day with a debate on how investing in micro, small and medium-sized enterprises allows them to contribute to the achievement of the Sustainable Development Goals.

Top experts will discuss the latest findings of the 2019 SME Competitiveness Outlook, the flagship report of the International Trade Centre, and will highlight best practices for linking entrepreneurs to the impact financing community.

Big Money for Small Business is organized by the International Trade Centre in partnership with the Informal Working Group on MSMEs at the World Trade Organization, the Republic and State of Geneva, and Sustainable Finance Geneva and is held at the World Trade Organization.

15:00-15:05	Welcome remarks	Mr. Alan Wolff , Deputy Director-General, World Trade Organization
15:05-15:10		Ms. Dorothy Tembo , Deputy Executive Director, International Trade Centre
15:10-15:15		Ms. Olga Algayerova , Executive Secretary, United Nations Economic Commission for Europe
15:15-15:20		Mr. Alexandre Epalle , Director General, Directorate General for Economic Development, Research and Innovation, Republic and State of Geneva
15:20-16:00	Impact investing for micro, small and medium-sized enterprises	
	Dialogue	Mr. Fabio Sofia , President, Sustainable Finance Geneva
		Ms. Freda Ampofo , Founder and CEO, Kaeme, Ghana
		Ms. Ndeye Thiaw , Managing Partner, Venture Capital, Brightmore Capital, Senegal
		<u>Moderator</u>
		Mr. Crispin Conroy , Permanent Observer of the International Chamber of Commerce to the United Nations Office at Geneva

16:00-17:30

Launch of the SME Competitiveness Outlook 2019: Big Money for Small Business

Increasing investments in small and medium-sized enterprises in developing countries can have major impacts on the achievement of Sustainable Development Goals through the employment opportunities they generate, the business practices they choose to adopt, the sectors in which they operate, and the impact they have on the broader competitiveness of the economy. Successfully mobilizing commercial private investment and effectively connecting this capital with small businesses is key. This year's SME Competitiveness Outlook helps global asset managers meet local SMEs.

Panel discussion

H.E. Mr. José Luis Cancela, Ambassador of Uruguay, Chairman of the Informal Working Group on MSMEs at the World Trade Organization

Ms. Marion Jansen, Chief Economist and Director, Division of Market Development, International Trade Centre

Ms. Afua Asabea Asare, Chief Executive Officer, Ghana Export Promotion Authority

Ms. Gulbakhor Makhkamova, Chair of the Board of Directors of the National Association of Business Women of Tajikistan

Mr. Tarun Sharma, General Manager, Export-Import Bank of India

Moderator

Ms. Jacqueline Coté, Director, Public Relations, Graduate Institute of International and Development Studies

17:30-17:40

Closing remarks

Ms. Arancha González, Executive Director, International Trade Centre

17:40-19:00

Networking reception