

ITC WEBINAR SERIES

“MAKING TRADE AGREEMENTS WORK FOR MSMEs AND DEVELOPMENT”

Webinar 5. Intelligence and MSME Competitiveness

Thursday 10 June 2021, at 15:00 to 17:00, via [Zoom](#)

https://intracen.zoom.us/webinar/register/WN_avq4UZSjQyOoVnW0ieAtug

At the 2017 WTO Ministerial Conference, 87 WTO members issued a joint statement declaring their intention to create, multilaterally, an Informal Working Group on MSMEs, open to all members. The goal of the IWG is to discuss and identify “horizontal and non-discriminatory solutions” to improve the participation of MSMEs in international trade.

In December 2020, the IWG adopted a set of six Declarations and Recommendations, half of which dealing with some aspect of information sharing and transparency. In this context, the International Trade Centre (ITC) is convening a dialogue on “Intelligence for MSME competitiveness”, showcasing how intelligence about MSMEs (business intelligence) can help decisionmakers design and implement supportive policies and programmes, and intelligence for MSMEs (trade and market intelligence) is critical in facilitating their internationalization. Accurate, complete, and widely available data are particularly critical in the post Covid-19 context, given that MSMEs have been severely hit by the crisis, and the need to support them in the recovery.

This session is part of the ITC webinar series (28 May – 10 June) for policymakers on the emerging topics in the multilateral trade discussions to address new challenges and opportunities in the post-pandemic world. For more information, please visit: <https://www.intracen.org/itc-webinar-series/>

14:50 – 15:00	Log-in by Participants
15:00 – 15:20	Opening of the Intelligence and MSME Competitiveness Session: Status Update and Key Issues <ul style="list-style-type: none"> H.E. Mr José Luis Cancela of Uruguay, Coordinator of the IWG on MSMEs
15:20–16:00 (panel)	How can data support MSMEs competitiveness? Moderator: Andrew Wilson, ICC Global Policy Director <ul style="list-style-type: none"> <i>* The importance of data for WTO mechanisms and negotiations</i> <ul style="list-style-type: none"> Christopher O’Toole, Counsellor, Permanent Mission of Canada to the WTO <i>* Trade4MSMEs Platform</i> <ul style="list-style-type: none"> Alicia Goujon, Economic Counsellor, Permanent Mission of Mexico to the WTO <i>* Trade and market intelligence for MSMEs</i> <ul style="list-style-type: none"> Mondher Mimouni, Chief of Trade and Market Intelligence, ITC <i>* Business intelligence about MSMEs</i> <ul style="list-style-type: none"> Barbara Ramos, Chief of Research and Strategies for Exports, ITC
16:00-16:30	Q&A
16:30–16:45 (presentation)	Practical application: Designing and implementing data-driven projects <ul style="list-style-type: none"> Pierre Bonthonneau, Trade Facilitation Advisor, ITC
16:45-16:55	Q&A
16:55 – 17:00	Concluding remarks (to the session and webinar series) <ul style="list-style-type: none"> Pamela Coke-Hamilton, Executive Director, ITC