



MSME DAY 2019

BIG MONEY FOR SMALL BUSINESS

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MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES DAY
27 JUNE - #MSMEDAY19

MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES DAY

Thursday, 27 June 2019

International Trade Centre, Room 5, Geneva

This session will introduce the different concepts behind sustainable finance and impact investing, with a specific focus on the value chain to finance small and medium-sized enterprises with positive impacts in emerging economies.

Impact Investment Lab is organized by the International Trade Centre in partnership with the Republic and State of Geneva and Sustainable Finance Geneva.

10:30-12:00

Impact Investment Lab

Dialogue

Mr. Guillaume Bonnel, Executive Office and Strategy & Surveillance Committee, Sustainable Finance Geneva

Ms. Enora Merdy, Public Relations Specialist, Impact Finance Management

Moderator

Ms. Anna Mori, Partnerships and Programme Officer, International Trade Centre

BIOGRAPHIES

Guillaume Bonnel



Guillaume heads the Impact Investing approach of Lombard Odier. He manages a development finance fund, co-manages the Impact mandates and he is part of the investment committee of a fund focusing on green and social bonds.

After a few missions in developing countries, Guillaume joined BNP Paribas in 2006 to create and develop their range of sustainable investment financial products. He then moved to Cameroon with Médecins Sans Frontières (MSF), to lead the Finance and Human Resource teams of several health related projects. After this humanitarian mission, he performed a few due diligences of microfinance institutions in Ghana, before joining Lombard Odier in 2013.

Guillaume holds a master's degree in Economics and Management from the University Paris-Dauphine and a Post Graduate Degree in Management from Mines-Telecom Business School in France. He speaks French, English, Spanish and he has notions of Russian.

Enora Merdy



Graduated from a Business School with a Master in Management in 2014, Enora has been working four years for EY where she was in charge of the National coordination and implementation of the Entrepreneur of the Year Program in France before co-creating the Social Media Department of the company in France.

She joined Impact Finance Management more than one year ago and is in charge of the Communication, Marketing and Investor Relations. Impact Finance Management is a Swiss-based investment advisor specialized in debt investments generating positive impact.

Anna Mori



Anna Mori works for the International Trade Centre (ITC), joint agency of the United Nations and the World Trade Organization.

As Partnerships and Programme Officer, she is responsible for developing key partnerships and advancing the #SheTrades initiative to connect three million women to market by 2021.

Prior to ITC, Anna held various positions in international business development for multinationals in the United States, Brazil and China.

Anna is a human rights and inclusive trade advocate. She holds a Master of Economics from Université de Lyon and a Bachelor of International Relations from the University of Curitiba (Brazil).