The webTV programme brought together stakeholders to discuss solutions to help small businesses recover in the post-pandemic period, focusing on the tourism, manufacturing, agribusiness and textiles and clothing sectors.

This year, the International Trade Centre and its partners marked International Micro, Small and Medium-sized Enterprises Day on 24 June 2020 with a webTV programme on how to mitigate the effects of COVID-19 on small businesses and prepare for the 'new normal'.
During the Live event

- >220 Reactions
- >400 Comments
- 3,000 Views
- 99.8% Engagement Rate
- 57% Female
- 23% Aged 23/34 years old

Top Countries Reached
- Switzerland • France • Kenya • USA • England • Pakistan • The Gambia

Liliana Monteiro de Sousa
Hello from El Salvador.

Abdelfattah Bensammoud
Greeting from UAE

Blessing Irabor
Thanks ITC.
Awesome presentation

Tianhui Zhong
Greetings from UNDP Brazil!

Rabaa Jafal
Thanks for good information and example

Sayed Attia
Dear ITC, as a matter of fact, this event provided a comprehensive coverage about small business from different perspectives, regions and economic activities.

Shabnam Balouch
ITC’s 15 point action plan to support MSMEs is concrete and practical

Shanti Chadha
Watching from Kathmandu.
**Partners**

The programme to mark MSME Day 2020 was organized by the International Trade Centre and Seedstars, in partnership with the Informal Working Group on MSMEs at the World Trade Organization, the Enhanced Integrated Framework (EIF), and the Canton de Genève.

A webTV programme organized by

![International Trade Centre](image)

![seedstars](image)

In partnership with

![EIF](image)

![Geneva](image)

![MSMEs](image)

![WTO Joint Initiative on MSMEs](image)

![United Nations](image)

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**Report**

The 2020 edition of the International Trade Centre’s flagship report *COVID-19: The Great Lockdown and its Effects on Small Business* served the discussion to illustrate the massive scale of the crisis and chart a way forward. The report analyses the impact of the pandemic on small firms, international supply chains and trade. It provides projections and recommendations on weathering the crisis – and how to prepare for a ‘new normal’ that must be resilient, digital, inclusive and sustainable.

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**Acknowledgements**

The International Trade Centre was fortunate to welcome a wide range of brilliant speakers from all continents. We would like to acknowledge all of them for contributing to a collective effort on best practices to support small businesses through the COVID-19 crisis.