**How to Support MSMEs: Sharing of National, Regional and Multilateral Experiences**

**WORKSHOP**

**31 October - 1 November 2017**

**Venue: WTO, Geneva, Switzerland**

**Draft Agenda**

The purpose of the workshop is to share national, regional and multilateral experiences in supporting the integration of MSMEs into international trade. Topics to be covered during the workshop include strategic approaches to support the development of MSMEs, how to develop an inclusive business ecosystem that supports MSMEs' growth, initiatives taken to improve MSMEs' access to information and access to finance, including trade finance, and how to strengthen MSMEs' export capabilities.

31 October – Room W

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| **TIME** | **SESSION** |
| 10.00-10.15 | **Introductory Remarks**   * H.E. Mr. Héctor Casanueva, Ambassador, Permanent Representative of Chile to the WTO and Coordinator of Friends of MSMEs * Mr. Roberto Azevêdo, Director-General, WTO |
| 10.15-11.10 | **Session 1: Asian Experiences**  Moderator: H.E. Mr. Xiangchen Zhang. Ambassador, China   * Mr. Jerry Clavesillas, Director, Bureau of Small and Medium Enterprises Development (BSMED), the Philippines.   *To present how the Bureau of Small and Medium Enterprises Development supports MSMEs.*   * Mr. Chia-Hsien Yang, Senior Executive Officer, MOEA, Chinese Taipei.   *To present how to Enhance SME Digital Competitiveness & Resilience: Experience from the APEC O2O Initiative*   * Dr. Datuk Hafsah Hashim, Chief Executive Officer, SME Corp, Malaysia.   *To present Malaysia's initiatives to support MSMEs.*   * Ms. Eunice Huang, Deputy Permanent Representative, Mission of Singapore to the WTO.   *To present Singapore’s National Trade Platform (NTP) and how it helps MSMEs in the area of trade facilitation/customs procedures.* |
| 11.10-12.05 | **Session 2: African/Middle-Eastern Experiences**  Moderator: tbc   * Ms. Gwen Mwaba, Director, Trade Finance, African Export Import Bank*.*   *To present the work of the African Export Import Bank related to MSMEs.*   * Mr. Ahmed Moor, Co-founder, Liwwa, Jordan. (by video)   *To present the work of Liwwa which is a Jordanian fintech start-up that provides finance to SMEs.*   * H.E. Mr. Paygar-Flangiah, Deputy Minister of Small Business Administration (SBA), Liberia.   *To present Liberia's experience in supporting MSMEs.*   * Mrs. Noroseheno Raharinjatovo, Directeur de l'Appui aux Entreprises, Ministère de l'Industrie et du Développement du Secteur Privé (MIDSP), Madagascar.   *To present Madagascar's experience in supporting MSMEs.*   * Dr. Dikko Radda, Director General, Small and Medium Enterprises Development Agency of Nigeria (SMEDAN), Nigeria.   *To present the work of SMEDAN.* |
| 12.05-13.00 | **Session 3: Latin American Experiences**  Moderator: H.E. Mr. José Luís Cancela Gómez, Ambassador, Uruguay   * Ms. Celeste Ingaramo, Coordinator of International Relations, Secretariat of Entrepreneurs and SMEs, Ministry of Production, Argentina.   *To present recent initiatives taken to improve the legal environment for MSMEs.*   * Mr. Ignacio Corlazzoli, Europe Representative, Inter-American Development Bank (IDB)*.*   *To present the Connect Americas platform, a social network to connect SMEs.*   * Mr. Alejandro Buvinic, Executive Director Pro Chile, Chile.   *To present the work of Pro Chile to support the participation of SMEs in international trade.*   * Ms. Renata Malheiros Henriques, Manager for Market Access of Sebrae (Brazilian Micro and Small Business Support Service), Brazil.   *To present Brazil's programmes to support MSMEs.* |
| 13.00-15.00 | **Lunch reception hosted by the Swiss delegation (Gallery, WTO new building, first floor)** |
| 15.00-16.00 | **Session 4: EU/North American Experiences**  Moderator: H.E. Mr. Didier Chambovey, Ambassador, Switzerland   * Mr. Paolo Garzotti, Deputy Permanent Representative, EU Commission*.*   *To present the EU Trade helpdesk and the European cluster collaboration platform.*   * Dr. Maria Mogilnaya, Associate Banker, Trade Facilitation Programme, EBRD*.*   *To present Trade Ready, EBRD's trade finance and advisory initiative for SMEs.*   * Mr. Stéphane Lambert, Counsellor, Mission of Canada to the European Union.   *To present Canada's Tariff Finder*   * Mr. Alberto Silini, Head of Consultancy at S-GE, Switzerland.   *To present Switzerland's experience with MSMEs.* |
| 16.00-17.00 | **Session 5: Multilateral Experiences and Global platforms**  Moderator: H.E. Hector Marcelo Cima, Ambassador, Argentina   * Ms. Berna Ozsar Kumcu, Secretary General, World SME Forum*.*   *To present how the World SME Forum supports SME development worldwide.*   * Mr. Mondher Mimouni, Chief, Trade and Market Intelligence Division of Market Development, ITC*.*   *To present the MSME Trade Helpdesk.*   * Mr. Cheng Ouyang, Executive Senior Advisor, Alibaba.   *To present the Electronic World Trade Platform (EWTP).*   * Ms. Kati Suominen, Founder, TradeUp Capital Fund. (by video)   *To present the work of TradeUp Capital Fund, an online growth capital platform for export-driven SMEs.* |
| 17.00-18.00 | **Closing session: How the WTO Could Contribute**  Roundtable with the moderators who will report back on the sessions and will discuss the role of the WTO in supporting MSMEs.  Moderator: H.E. Héctor Casanueva, Ambassador, Permanent Representative of Chile to the WTO and Coordinator of Friends of MSMEs   * H.E. Mr. Xiangchen Zhang. Ambassador, China * H.E. Mr. José Luís Cancela Gómez, Ambassador, Uruguay * H.E. Mr. Didier Chambovey, Ambassador, Switzerland * H.E. Hector Marcelo Cima, Ambassador, Argentina |

1 November – Room S1

10.00-13.00 Open-ended session for capital-based officials - high-level exchange of ideas and experiences on the role of MSMEs.