**Micro, Small and Medium-Sized Enterprises Day**

*Unlocking the potential of MSMEs to contribute to the SDGs*

Thursday 27 June 2019, 10:00 – 17:00  
Venue: Economic and Social Council Chamber, United Nations Headquarters, New York

<table>
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<th>Time</th>
<th>Session</th>
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<tr>
<td>9am — 10am</td>
<td>Arrival and registration</td>
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<td>10am — 11am</td>
<td>High-level opening session with keynote speeches from</td>
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<td>H.E. Ms. María Fernanda Espinosa Garcés, President of the 73rd Session of the UN General Assembly (TBC)</td>
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<td>H.E. Ms. Amina Mohammed, Deputy Secretary-General of the United Nations (TBC)</td>
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<td>H.E. Ambassador Inga Rhonda King, President of the Economic and Social Council</td>
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<td>H.E. Ms. Sahar Nasr, Minister of Investment and International Cooperation, Egypt</td>
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<td>H.E. Ambassador Martín García Moritán, Permanent Representative of Argentina to the UN</td>
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<td>H.E. Ambassador Cho Tae-yul, Permanent Representative of the Republic of Korea to the UN</td>
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<td>Ms. Arancha González, Executive Director, International Trade Centre (video message)</td>
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<td>Mr. Ahmed Osman, President of International Council for Small Business</td>
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<td>Mr. Alexander Trepelkov, Officer-in-Charge, Division for Sustainable Development Goals, UN Department of Economic and Social Affairs</td>
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<td>Mr. Robert Skinner, Director, United Nations Office for Partnerships</td>
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<td>Including the OFFICIAL REPORT LAUNCHES for:</td>
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<td>- ITC’s 2019 SME Competitiveness Outlook and</td>
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<td>- ICSB’s Global MSMEs Report</td>
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<td><em>Moderated by Dr. Ayman El Tarabishy, ICSB Executive Director and Professor at the George Washington University</em></td>
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| 11am — 12pm  | Investing in Micro, Small and Medium-Sized Enterprises                  |
|              | Access to finance is often cited as the biggest impediment to MSME growth. How should this “investment gap” be addressed? How can the financial inclusion of MSMEs also help achieve the SDGs? |
|              | **Panellists**                                                          |
|              | Mr Anton Said, Chief of Export Strategy, ITC                           |
|              | Mr Dustin Shay, Senior Director of Partnerships, Village Capital        |
Ms Lala Faiz, Director of Invest Initiative, USAID
Mr Andrew Wilson, Permanent Observer of the International Chamber of Commerce to the UN
Mr Fabrizio Cometto, Investment Specialist, UNCDF

*Moderated by Riefqah Jappie, ITC Representative to the UN, New York*

**12pm — 1pm**  
**Capacity building, Knowledge, Education, and Innovation**  
How can learning tools for MSMEs be used to improve impact? How can education be used to help more people harness the power of MSMEs for themselves and for their wider communities?

**Panellists**  
Dr. Joel Bloom, President of NJIT University, USA  
Ambassador Oh Joon, Former President of ECOSOC and Former Permanent Representative of the Republic of Korea to the UN  
Mrs. Sanaa Abouzaid, MENA Regional Corporate Governance Officer, International Finance Corporation  
Dr. Isabelle Benainou, Dean of the Desautels Faculty of Management, McGill University  
Ms. Holly Wade, Director of Research and Policy Analysis, National Federation of Independent Business  
Mrs. Sandrine Kergroach, Senior Economist, OECD Centre for Entrepreneurship

*Moderated by Riefqah Jappie, ITC Representative to the UN, New York*

**1pm — 2pm**  
**Lunch break**

**2pm — 3pm**  
**Around the World with Entrepreneurs’ Experiences – The Role of the Private Sector in the SDGs**  
What makes a successful entrepreneur? What are the challenges entrepreneurs are faced with? This session of informative storytelling will answer these questions and more.

**Canada:** Methanex Corporation, Mr. John Floren  
**Egypt:** Tatweer Misr, Dr. Ahmed Shalaby  
**Japan:** Garage Sumida, Mr. Keiichi Hamano  
**USA:** Winslow Sargeant ICSB  
**S. Korea:** P&J Medesthetics Corp, Ms. Mimi Cho  
**Nigeria:** Director, Rhabe Ventures Limited, Ms. Abimbola Alawode  
**Global:** Entrepreneur Organization – Ms. Bubu Andres (Rosemary)

*Moderated by Andrew Wilson, Permanent Observer to the UN, International Chamber of Commerce*

**3pm — 4pm**  
**MSMEs and the Future of Work**  
The digital age is changing how we define “work”. What role do MSMEs have in addressing the challenges, and taking advantage of the opportunities, of this changing working landscape?

**Panellists**  
Ms. Ashia Sheikh, Chief Strategy and Partnerships Officer, Nest.Org  
Dr. Alex DeNoble, Professor, San Diego State University  
Mr. Farid Hegazy, Senior Policy Advisor, ILO  
Mr. Alberto Gómez-Obregón, Director of Portfolio, Acumen Investing
Mrs. Shoroke Zedan, TVET Egypt
Dr. Jeffrey Cornwall, Professor, Belmont University

Moderated by Saras Jagwanth, Division for Sustainable Development Goals, DESA

4pm — 5pm  Building Ecosystems and Policies to support MSMEs
What kind of environment best fosters innovation and entrepreneurship? Which institutions are necessary and how should they adapt to help MSMEs grow? What policies work best to support an MSME-friendly environment?

Panellists
Mr. Layhy Chhea, Deputy Director-General, Cambodia’s Ministry of Industry SME Department
Ms. Barbara Magnoni, President, EA Consultants and Adjunct Associate Professor of International and Public Affairs, Columbia University
Mr. Matthew Guttenag, Director of Research and Impact, Aspen Network of Development Entrepreneurs
Dr Kevin Braithwaite, Advisor, Global Cleantech Innovation Programme (GCIP) and VP, Network for Global Innovation (NGIN) and Public Affairs, Columbia University
Mr. Soulamane Konkobo, Humphrey Fellow, Boston University, Burkina Business Incubator

Moderated by Paul Maseli, Director and Representative of UNIDO to the UN and other International Organizations

5pm — 5:30pm  Closing

Speakers
H.E. Ambassador Martin García Moritán, Permanent Representative of Argentina to the UN
Mr. Anton Said, Chief of Export Strategy, ITC
Mr. Ahmed Osman, President, ICSB

Moderated by Dr. Ayman El Tarabishy, ICSB Executive Director and Professor at the George Washington University

#MSMEDay19

This event is proudly co-organised by the Permanent Mission of Argentina to the United Nations, the International Trade Centre, the UN Department for Economic and Social Affairs and the International Council for Small Business.