

**2017 MSMEs DAY
KNOWLEDGE SUMMIT—May 11, 2017**



**Micro-, Small & Medium-sized
Enterprises**

International Day — June 27

3:00pm-6:30pm

United Nations HQ | New York, NY USA

About the MSMEs Day Knowledge Summit

On April 6, 2017, The United Nations General Assembly adopted a resolution recognizing the crucial role Micro-, Small and Medium-Sized Enterprises (MSMEs) play in achieving the 2030 Agenda for Sustainable Development. Resolution (A/71/L.60) designates June 27 as “Micro-, Small and Medium-Sized Enterprises Day.” With support from the ICSB, The Mission of Argentina to the UN authored the resolution that was presented to and negotiated with all UN member states. The resolution was co-sponsored by 45 member states, representing over 5 billion people.



Since the adoption of the 2030 UN Sustainable Development Goals Agenda, all countries have been working for its implementation, which aims to ensure that every actor can contribute in the best possible way. Today, we examine how MSMEs have the potential to make a long-lasting positive impact on global development needs, as the engine for economic growth and job creation, accounting for two out of three net new jobs created worldwide.

3:00 pm—3:30 pm ICSB MSMEs Day – Welcome

Moderator: Ayman El Tarabishy, Executive Director, ICSB and Associate Professor, The George Washington University

Speakers:

- António Guterres, General Secretary, United Nations (tbc)
- Peter Thomson, 71st President of General Assembly, United Nations
- By Tape: Prince Constantijn Van Oranje, The Netherlands
- Martín García Moritán, Permanent Representative of Argentina to the United Nations
- HE Mohamed Erfan Gamaledin, Chairman of Administrative Control Authority, Arab Republic of Egypt
- Luca Iandoli, President, International Council for Small Business
- KiChan Kim, Immediate Past President, International Council for Small Business

3:30 pm—4:30 pm ICSB MSMEs Day – Academic Leaders

Micro-, Small-, and Medium-Sized Enterprises (MSMEs) contribute significantly to product innovation in the marketplace as well as up to two-thirds of all net new jobs in the workforce. A strong partnership with higher education institutions allows MSMEs to capitalize on much needed state-of-the-art resources. Universities have been instrumental in providing human talent to MSMEs as well as enabling “knowledge transfer” in the commercialization of research conducted on academic campuses. MSMEs gain from more direct involvement with university incubators and student internships. A commitment for MSME success is required by leaders in higher education to foster an innovative ecosystem.

Moderator: Winslow Sargeant, Senior Vice President, ICSB

Speakers:

- Dr. Leo Chalupa, Vice President for Research, The George Washington University
- Dr. Patrick Leahy, President, Wilkes University
- Dr. Nariman Farvardin, President, Stevens Institute of Technology
- Dr. Kerry Healey, President, Babson College
- Dr. Joel Bloom, President, New Jersey Institute of Technology
- Dr. Ruben Ascuá, Rector Organizador Universidad Nacional de Rafaela
- Ms. Julie Goonewardene, Associate Vice Chancellor, The University of Texas System
- Dr. Caryn Beck-Dudley, Dean, Santa Clara University's Leavey School of Business
- Dr. Katia Passerini, Dean, St. John's University

Questions:

1. How has the interaction of MSMEs and higher education changed in the last decade?
2. What are the educational curricula needed to support the creation of scalable MSMEs?
3. What barriers, best practices, or big ideas can you share in support of MSMEs?

4:30 pm—5:30 pm ICSB MSMEs DAY - Ministerial Round

600 million jobs... 600 million jobs is what the World Bank estimates will be needed in the next 15 years to fulfill the growing workforce. Small businesses and entrepreneurs will employ the majority of the future workers. Coupled with this demand and based on current demographic trends, parts of the world are experiencing a surge in youth.

Government policies are necessary to align national concerns for a growing economy. MSMEs can be the conduit for governments to effectively implement sound policies into measurable outcomes. Consider this, about sixty percent of the Middle East North Africa (MENA) region's population is under the age of 25, and the mean is 22 years old, compared to the world mean, which is about 28 years old. This is the youngest population in the world requiring us to define a new type of entrepreneurship that integrates the youth and jobs. Despite these challenges, there is great optimism for innovative solutions to be undertaken by MSMEs.

Moderator: Ayman El Tarabishy, Executive Director, ICSB and Associate Professor, The George Washington University

Speakers:

- The Honorable Linda McMahon, SBA Administrator, United States of America
- HE Mariano Mayer, National Secretary for Entrepreneurs and Small & Medium Enterprises - Argentina Republic
- HE Sahar Nasr, Minister of Investment and International Cooperation - Arab Republic of Egypt

5:30 pm—6:15 pm ICSB MSMEs DAY - Global Business Solutions

The world's economy is increasingly interconnected and MSMEs are looking at international trade to access and to supply foreign markets. The emergence of new business platforms and the openness of the economy have allowed MSMEs to become global companies. Global policy impacts national policy, which can determine the course that local businesses will take. MSMEs have a crucial role to play in building a sustainable future through responsible business practices. To be successful, they cannot be indifferent to the society and environment in which they operate. The regulatory environment must be, however, made transparent and appropriate for MSMEs to properly function. Strong and supportive networks serve as advocates for smart and effective policies.

Moderator: Winslow Sargeant, Senior Vice President, ICSB

Panelists:

- Mr. Michael Falk, General Counsel, Wisconsin Alumni Research Foundation
- Ms. Michele Bongiovanni, CEO, HealRWorld
- Mr. Asheesh Advani, President, Junior Achievement Worldwide
- Dr. Patrice Harris, Chairman of the Board, American Medical Association
- Dr. Ahmad Shalaby, Managing Director, Tatweer Misr
- Dr. Olivia Lu, ICSB China
- Mr. Harry Alford, President, National Black Chamber of Commerce
- Ms. Caitlin Cain, President, World Trade Center, New Orleans, LA

Questions:

1. How does your organization influence MSMEs globally?
2. How can MSMEs help to support the sustainable development goals (SDGs--health, education, infrastructure)?
3. What barriers, best practices, or big ideas can you share in support of MSMEs?

6:15 pm—9:30 pm CLOSING REMARKS and RECEPTION to FOLLOW

On behalf of the ICSB, the Mission of the Republic of Argentina and the United Nations Office for Partnerships, we would like to thank you for your participation in today's events. To learn more about how to support our ongoing MSMEs Day efforts, please visit www.ICSB.org or contact Dr. Ayman El Tarabishy at aymanelt@icsb.org



International Council
for Small Business



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Theme: Towards a New World Mobilized by Entrepreneurship & Innovative SMEs

The 62nd ICSB World Conference, to be held in Buenos Aires, is a major learning opportunity; a fulcrum where experience and research about entrepreneurship and innovation in the context of SMEs, will be discussed, exchanged, and shared by academics and practitioners from around the world.

ICSB and its global membership will celebrate the MSMEs Day—International Day on June 27, 2017.

Conference Organizers are expecting over 600 international delegates representing more than 45 different countries to discuss important issues related to small business and entrepreneurship.

Buenos Aires is a cosmopolitan city of over 14 million people and recently has been recently been recognized by its vibrant entrepreneurial ecosystem. Therefore, it constitutes the right place from where to initiate this debate about the challenges and opportunities that the new world would open to entrepreneurs and innovative SMEs.

Conference website: www.ICSB2017.org

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Pre-conference ICSB Academy: www.ICSBAcademy.org