The Top 10 Micro, Small, and Medium Enterprises (MSME) Trends for 2020

1. Number One Trend: The POWER OF BELIEF that entrepreneurs, micro-, small, and medium-sized enterprises (MSMEs) have the potential and the creation and sustainability of MSMEs.

2. Number Two Trend: The RISE OF THE ENTREPRENEURIAL C CLASSIC.

3. Number Three Trend: The 4TH INDUSTRIAL REVOLUTION: THE BALANCE SHIFTS.

4. Number Four Trend: MSMEs AND MARKETING TRADE WARS.

5. Number Five Trend: MSMEs ARE ABOUT DOING BUSINESS IN A HURDLE WAY.


7. Number Seven Trend: ACCESS TO FINANCE.

8. Number Eight Trend: Number Two Trend


10. Number Ten Trend: The POWERED BY MICRO- ENTERPRISES.

The Next Decade – Entrepreneurs, MSMEs, and The SDGs

Written by: Dr. Ayman El Tarabishy, Professor, The George Washington University and ICSB Executive Director

Enter a New Decade with Guarded Optimism!

If the world was never going to be a perfect place, why are we here? To make it better? To leave it a little better than we found it? To address the major issues that the world faces?

Not all survival is equal. The survival and growth of MSMEs is one of the key elements to help solve some of the world’s most intractable problems. MSMEs are the primary source of new jobs, economic growth, and prosperity, yet it comes with hazards and challenges.

The SDGs are a force for change. They are the next step we need to take to achieve the goals that have been set out to improve the world. In 2019, we discuss how MSMEs play a critical role in achieving the SDGs.

One of the greatest contributions to innovation and improving economic conditions, MSMEs are the number one job creators and are considered the backbone of the world economy. The potential and the creation and sustainability of MSMEs.

The other major issue projected in 2019 was that global trade wars will have a major impact on MSMEs. The gloves have come off between the two largest economies in the world, and the trade between the US and China.

The future of what is called “work of employment” is undergoing a paradigm shift. The use of artificial intelligence (AI) and robotics is changing the way people have engaged in work and has the potential to eliminate a significant portion of the jobs that are currently done by humans. Some have argued that the industrial revolution provided advanced computation and insights using information and communication technology.

What the future holds is uncertain times, they will steer the education ship to a safe port of reflection and learning. They will understand that they have actions and will act quickly to address the major issues that the world faces.

For 2020, we see major trends continuing yet with three new remarkable changes to the outlook.

MSMEs are special because they are as human as we are. Currently, we see a new wave of social entrepreneurship with micro-, small, and medium-sized enterprises (MSMEs) offering products and services that are not in high demand in their community or region.

The number one trend of 2019 is now No. 10 for 2020. The POWER OF BELIEF that entrepreneurs, micro-, small, and medium-sized enterprises (MSMEs) have the potential and the creation and sustainability of MSMEs.

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