



Micro-, Small and Medium-sized Enterprises Day

A DAY OF ACTION

27 JUNE 2020

LIVE ONLINE EVENT
27 JUNE 2020
9:00 A.M. (EDT) | 15:00 (CET)
Register Here



June 27th: MSMEs Day of Action

June 27, 2020 will be the fourth ever MSMEs Day. This year has been full of surprises, successes, chaos, crisis, and opportunity. Please join us in celebrating MSMEs on this monumental day.

MSMEs Day was created in April of 2017. June 27 was set out to be a day to celebrate and honor the successes of MSMEs around the world. They are the enterprises that employ us, care for us, and support us all year round. They deserve more than one day, yet from MSMEs Day and with mutual support, we can certainly bring MSMEs the attention that they need.

After celebrating the successes and stories of MSMEs at our June 25 celebration, we thought it pertinent that June 27 be focused on action. June 27 represents the first day of peace when businesses can reopen their doors and begin working. That is why we find it fitting to host a day of action on MSMEs Day.

This year on June 27, 2020, we will work in a three-dimensional process to call people into action.

First, we must strive to formulate the guiding principles and metrics that will inform and create just policies for MSMEs. We then move into our secondary outcome of ensuring that MSMEs have a voice and a share in the long-term discussion around MSMEs. Not only is policy a necessity; however, MSMEs must have a forum in which they can both connect and provide non-MSME decision-makers with a heightened understanding of MSMEs' inner workings. Our third call to action incorporates complete collaboration. This whole process is for the collective power of MSMEs.

We are incredibly excited to see what is in store for this year's MSMEs Day of Action.

Please find the day's schedule below.

Agenda

9:00 – 9:30 a.m. (EDT) | 15:00 – 15:30 (CET)

Session 1: Official Opening of MSMEs Day

[\(Click Here to Register for session 1 & 2\)](#)

Our day will begin as we listen to the words of leaders from national and international organizations around the world. Demonstrating their deep understandings of the importance of MSMEs, we will kick off our day of celebration.

Session Chair: Alex DeNoble, Director Lavin Entrepreneurship Center

Speakers: Ahmed Osman, President of ICSB

Winslow Sargeant, ICSB President-Elect

Chantal Line Carpentier, Chief, UNCTAD New York Office

Stanley Au, Chairman of Delta Asia Financial Group

9:30 – 10:45 a.m. (EDT) | 15:30 – 16:45 (CET)

Session 2: MSMEs Day – Humane Entrepreneurship & the Youth

Focusing on Humane Entrepreneurship in The Youth Population.

The future ahead looks...young. Did you know that young people suffer the most during financial crises? Being strongly responsive to decreases in GDP, economic shocks, and typically encumbered by the “first out” approach, young people are not in the greatest position to survive this storm. As working hours decline by 6.7%, the global community is realizing that young workers and, especially, young entrepreneurs may not have the experience nor strategies to cope with this scale of a crisis. Currently three fourths of workers are in some sort of informal employment position, which makes them ‘highly susceptible to aggregate demand shocks, lockdown, and contagion.’ With our current lack of social protection, in addition to, limited access to healthcare services and to income replacement during periods of illness, this pandemic will most certainly affect the typical activities of informal workers, specifically younger workers.

Despite their lack of access to opportunity, they continue to challenge our current systems to create a better tomorrow. As the collective population works to shift into new paradigms of being and doing, organizations around the world are creating frameworks to advocate and stimulate for survival and eventual advancement of young people.

Session Chair: Jeff Alves, Managing Editor, Journal of the International Council for Small Business (JICSB)

Speakers: Ki-Chan Kim, ICSB Past President and Professor at Catholic University
Norris Krueger, Expert Entrepreneurship Developer. Senior Subject Matter Expert for Entrepreneurial Ecosystems & Learning, OECD/EU
Rosangela Feola, Research fellow of Lisa Lab at the University of Salerno and Technology Transfer Manager
Susana Puerto, Senior Youth Employment Specialist at the ILO
Ahmed Shalaby, President and CEO of Tatweer Mismr
Yipeng Liu, Full Professor in Management and Organisation Studies and Founding Director of Center for China Management and Global Business (CMGB) at Henley Business School, University of Reading, UK.

10:45 – 12:00 p.m. (EDT) | 16:45 – 18:00 (CET)

Session 3: 10x10 Program - Meet the Small Businesses / Parallel Session

[\(Click Here to Register for session 3\)](#)

Meet the people that create, uphold, and promote small businesses. These entrepreneurial owners and supporters will share their stories during this session.

During this session, speakers will share information about their country's or community's entrepreneurial ecosystem, and how that greatly effects their enterprises possibility to advance its entrepreneurial orientation. We will touch upon topics in finance, business support, regulations, markets, human capital, infrastructure, research and development, and culture.

Please join us as we take time with the important small business owners and operators on MSMEs Day 2020!

Session Chair: Ahmed Osman, ICSB President

Speakers: Hermawan Kartajaya, Founder and CEO of Markplus, President of Indonesia Council for Small Business (ICSB) and a co-founder of Asia Marketing Federation,

Moses Ngoze, Senior Lecturer in the School of Business at the Technical University of Mombasa in Kenya

Hilton Theunissen, Vice President, International Partnerships at GrowthWheel International Inc

Caio Flavio Stettiner, Coordinator and Teacher of the Management Course of Business and Innovation at Fatec Sebrae Business

Roberto Parente, Full Professor of Entrepreneurship and Innovation at University of Salerno

Aramide Abe, Naija Startups

Sibongiseni Myeni, Institute for Leadership and Research

Magdy Wahba, EU-TVET-EGYPT

Simon Raby, Bounceback YYC

10:45 – 12:00 p.m. (EDT) | 16:45 – 18:00 (CET)

Session 4: Research Ideas & Meet the Editors / Parallel Session

[\(Click Here to Register for session 4\)](#)

A special event at the ICSB is a “Meet the Editors Session” where journal editors will introduce their journals, discuss factors to consider when choosing a journal, and then give their advice on how to write papers for successful publication, and highlight common pitfalls to avoid. The journals will focus on MSMEs and the SDG.

Session Chair: Cong Cong Zheng, Associate Professor at Fowler College of Business SDSU

Speakers: Michael Morris, Professor of the Practice McKenna Center for Human Development & Global Business co-edits the Prentice-Hall Entrepreneurship Series and is editor emeritus of the Journal of Developmental Entrepreneurship.

Lois Shelton, Professor and Editor CSUN