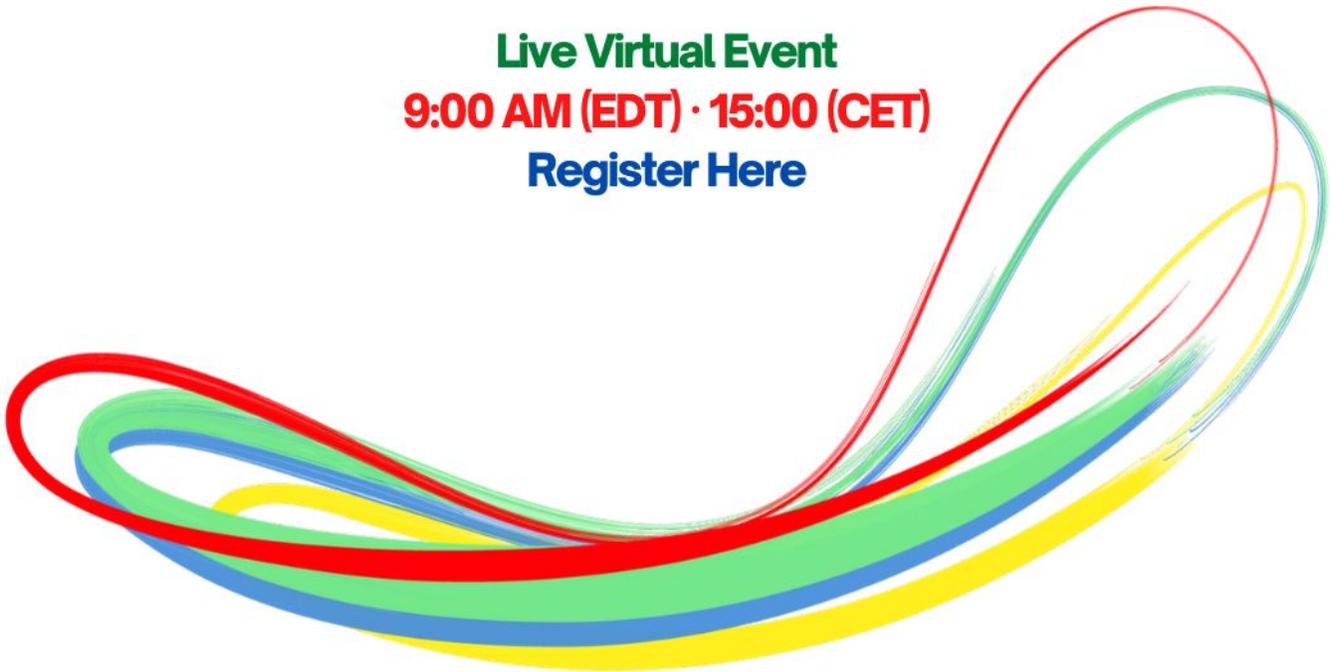


# Micro-, Small and Medium-sized Enterprises Day

*A DAY OF ACTION*

**27 JUNE 2020**

**Live Virtual Event**  
**9:00 AM (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

## Session 1

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

### **Session 1: Official Opening of MSMEs Day**

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

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

#### **Keynote Speakers:**

1. Alex DeNoble
2. Ahmed Osman
3. Winslow Sargeant
4. Chantal Line Carpentier
5. Stanley Au
6. Fernando Antonio Prado Gimenez
7. Video Tribute to MSMEs worldwide

## Session 2

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:** Winslow Sargeant

**Keynote Speakers:**

1. Ki-Chan Kim
  2. Norris Krueger
  3. Rosangela Feola
  4. Adriana Sierra
  5. Ahmed Shalaby
  6. Yipeng Liu
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**Session 3 (Parallel session)**

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

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

[\(Click Here to Join session 3\)](#)

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 affects 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

**SME's Keynote Speakers:**

1. Hermawan Kartajaya
2. Moses Ngoze
3. Hilton Theunissen
4. Mtho Xulu
5. Tumelo Tsotetsi
6. Caio Flavio Stettiner
7. Roberto Parente
8. Rubén Ascúa

**Business Pitches:**

1. Aramide Abe
  2. Sibongiseni Myeni
  3. Magdy Wahba
  4. Simon Raby
  5. Ngozi Ogoke
  6. Donald Blanks: *Real Gymm Video*
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**Session 4 (Parallel session)**

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

**Session 4: Research Ideas & Meet the Editors**

[\(Click Here to Join session 4\)](#)

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:** Congcong Zheng

**Keynote Speakers**

1. Michael Morris
2. Lois Shelton
3. Ayman El Tarabishy

4. Vicky Whittaker

**Annual MSME Day ICSB June 27 Awards/ Happy Hour**

**12:00 – 1:00 p.m. (EDT) | 18:00 – 19:00 (CET)**

**[\(Click Here to Join\)](#)**

End the day by gathering with us to celebrate the incredible work done throughout the day!