

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) invites you to the “Digital for SMEs” (D4SME) knowledge event on:

SMEs & Hybrid Retail: adapting to the new normal



29 June 2022



15:00 – 17:00 CEST (Paris time)



Remote participation



WHAT'S THE ISSUE?

- **The retail sector is changing rapidly**, becoming more knowledge intensive and technology based, with an increased importance of **digital tools alongside traditional physical practices**;
- **Many SMEs and entrepreneurs are struggling to transition to the new model**, which can create new opportunities but also poses important challenges and new competition;
- **Governments and the business community can play a key role in easing the transition for SMEs**, given the importance of the sector in terms of jobs, inclusiveness, regional and social cohesion, and urban development.

WHY ATTEND THE WEBINAR

- **Attached to this invitation is a background note**, discussing how SMEs and entrepreneurs can effectively adapt to the new “hybrid” environment, mixing physical and digital tools and business practices.
- During the event, participants will be asked to **share inputs to this area of analysis and contribute to shape key policy messages**, including through feedback and comments to the background note;
- After the event, the OECD will integrate comments and insights in the revised note, which **will feed into the 2022 D4SME Policy Paper**.

The discussion will include an exciting line-up of international experts from OECD governments, higher education institutions, large business, non-traditional training providers, and SMEs themselves – bringing their real-life experiences.

AGENDA

15:00-15:15 Introductory remarks and presentation of the background note:

- **OECD Secretariat**

15:15-16:05 Opening discussion:

Moderated by:

- **Ms Lucia Cusmano**, Deputy-Head of Entrepreneurship, SMEs & Tourism Division, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

Opening discussants:

- **Ms Kristin Schreiber**, Director, Chemicals, Health, Retail and Agri- food, European Commission
- **Mr Severin Bonnichon**, Co-founder, ForLife (France) (SME operating in retail sector)
- **Ms Milena Panagiotopoulou**, International Affairs Manager, ESEE – Hellenic Confederation of Commerce & Entrepreneurship (Greece)
- **Ms Anna Klissouras**, Principal EU Public Policy - SME, Amazon

16:05-16:55 Open floor discussion

Participants to the knowledge event will be invited to raise their virtual hands and be called upon by the moderator to offer their remarks/comments.

16:55-17:00 Closing remarks by the rapporteur:

- **OECD Secretariat**

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ABOUT US

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies.

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