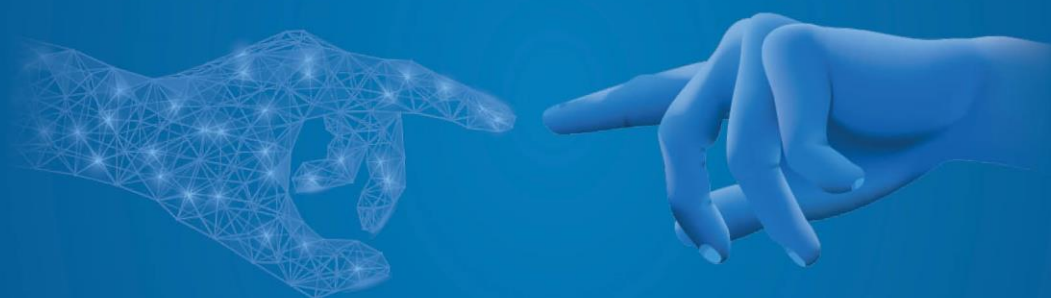


Fifth D4SME Roundtable

19 April, 2024

OECD Headquarters, Paris





SMEs in the era of Generative AI

■ About the event

Generative AI took the world by storm in 2023. Though artificial intelligence has been deployed by leading firms for many years to analyse their data and optimise operations, generative AI tools such as Chat GPT, Microsoft Copilot and Google Gemini have changed the rules of the game by combining an affordable, accessible interface with powerful new capabilities. Generative AI can provide firms with in-depth analysis of company data, customised business plans, product and management ideas, and promotional content in a matter of seconds. Firms have been quick on the uptake, with more than a third of EU firms reported to have experimented with AI in 2023. At the same time, the technology continues to evolve as leading firms update the capabilities of their models and new entrants develop tailored applications for firms, industries and tasks. The pace of change has taken many firms, experts, and governments by surprise and created new risks as well as opportunities for SMEs – and for the governments looking to support them.

This 5th Roundtable of the OECD Digital for SMEs (D4SME) Global Initiative will bring together governments, technology firms, industry experts and SMEs themselves to discuss the impacts of Generative AI on SMEs, and how governments can work together with firms of all sizes to help them make the most of the technology. The discussion will be informed by data from the Initiative's unique new survey, conducted in seven OECD countries (France, Germany, Italy, Japan, Korea, Spain and the United States) in cooperation with D4SME partners. The survey provides new insights into SMEs' use and perception of Generative AI technologies. The Roundtable will draw on the latest insights from the [OECD.AI Policy Observatory](#) and international policy examples from the OECD's Committee on SMEs and Entrepreneurship, which oversees the Initiative and will meet immediately before the event.

The Roundtable is organized by the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. It will be led by the Chair of the OECD D4SME Global Initiative, Valentino Valentini, Deputy Minister at the Ministry of Enterprise, and Made in Italy and is supported by multinational digital corporations including Amazon, Intuit, Kakao, Microsoft, PayPal, Vodafone, Wolt, and Wix.

■ Venue

OECD Conference Centre ([Google map](#)) 2 rue André Pascal, 75116 – Paris CC4.

Registration will open at **9h30** for a **10h00** start. We recommend participants arrive early to avoid delays at the gate.

■ Contact

D4SME@oecd.org

<https://www.oecd.org/digital/sme/>

■ About the OECD Centre for Entrepreneurship, SMEs, Regions and Cities

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) helps national, regional and local and governments unleash the potential of entrepreneurs and small and medium-sized enterprises (SMEs), promote inclusive and sustainable growth in regions and cities, boost local job creation and implement sound tourism policies.



AGENDA | 5th D4SME Roundtable

April 19, 2024

9:30-10:00	Registration & technical checks
Welcoming remarks	Lamia Kamal-Chaoui Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities
10:00 – 10:30	High Level Opening
Introduction to the 5th D4SME Roundtable	Valentino Valentini Deputy-Minister of Enterprise and Made in Italy and Chair of the OECD Digital for SMEs Initiative
Priorities for SME digitalisation	Andrew Bayly Minister of Commerce and Consumer Affairs, Small Business and Manufacturing, and Statistics of New Zealand Daihi Lee Deputy-Minister of SMEs and Startups of Korea
10:30 – 12:00	Let's talk business: Generative AI uptake by SMEs
Moderator	Valentino Valentini <i>Deputy-Minister of Enterprise and Made in Italy and Chair of the OECD Digital for SMEs Initiative</i>
Conversation Starter	Francisco Tadeu Barbosa de Alencar Deputy-Minister for Entrepreneurship, Micro, and Small Enterprises of Brazil
What is the issue?	Generative AI is transforming the way firms do business. The ability to analyse corporate data, synthesise information and generate new ideas and content is offering SMEs unprecedented opportunities to boost their performance. However, most businesses have yet to embrace its full potential. In this session we will consider: <ul style="list-style-type: none">▪ How can SMEs integrate generative AI in their business functions, from customer care to marketing, from content creation to product development?▪ What benefits can generative AI integration bring to different types of SMEs across sectors and value chains?▪ How can policy makers support the safe adoption of generative AI among SMEs?
12:00-12:15	Family Photo
12:15-13:30	Networking lunch
13:30-14:00	Fireside chat with SMEs in transition
Moderator	Martin Godel Chair of the OECD Committee on SMEs and Entrepreneurship and Deputy Director for SME Policy of SECO, Switzerland



<p>Navigating the AI landscape: Entrepreneurs' stories</p>	<p>In this 30-minute session, 4 entrepreneurs from diverse background and sectors will provide their personal stories about how they are integrating generative AI in their business models and practices. They will shed light on their motivations, as well as the barriers they encountered, the support they received, and their future strategies to navigate and leverage the rapidly evolving digital landscape.</p>
<p>14:00- 15:15</p>	<p>A gamechanger for SME skills? How Generative AI is transforming skills needs for SMEs</p>
<p>Moderator & Conversation Starter</p> <p>What is the issue?</p>	<p>Ignacy Niemczycki Undersecretary of State of Ministry of Economic Development and Technology of Poland</p> <p>Successfully embedding AI in firms will require new skills and networks to share best practice. At the same time, it offers an opportunity to support SMEs to tackle longstanding skills gaps in other areas, by automating many tasks that previously required specialists, including in IT, translation services, and content generation. Generative AI can also support governments, entrepreneurs, and managers to upskill workers, providing them with powerful and tailored new training content and advice. In this session we will consider:</p> <ul style="list-style-type: none"> ▪ What new skills will SMEs need to maximise the benefits of generative AI? ▪ How can AI help tackle skills gaps for SMEs? ▪ How can policymakers harness the power of generative AI to support SMEs to address skills gaps and meet emerging needs?
<p>15:15 – 15:45</p>	<p>Coffee Break</p>
<p>15:45 – 17:00</p>	<p>Safe and sound? The risks of AI for SMEs</p>
<p>Moderator</p>	<p>Valentino Valentini Deputy-Minister of Enterprise and Made in Italy and Chair of the OECD Digital for SMEs Initiative</p>
<p>Conversation Starter</p>	<p>Valerie Ionan Deputy-Minister for Digital Transformation of Ukraine</p>
<p>What is the issue?</p>	<p>AI technologies are creating new opportunities for SMEs, but also new risks. The global cost of cyberattacks was estimated to be up to USD 6 trillion a year even before the widespread adoption of Generative AI. With these powerful new tools available to malicious actors, SMEs need to develop new ways to defend themselves and their data. Digital security and risk management are especially important for SMEs in supply chains, since malicious actors can target SMEs as weak nodes and backdoor into larger firms and networks. In this session we will consider:</p> <ul style="list-style-type: none"> ▪ What tools and systems do SMEs need to enhance their digital security in an AI-dominated business environment? ▪ How can policy support SMEs in strengthening their digital security practices in the era of generative AI?
<p>17:00 – 18 :00</p>	<p>The next steps of the initiative</p>
<p>D4SME key activities and future priorities</p>	<p>Valentino Valentini Deputy-Minister of Enterprise and Made in Italy and Chair of the OECD Digital for SMEs Initiative.</p>

5th Roundtable

19 April 2024 | OECD, Paris



	<p>Lamia Kamal-Chaoui Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities</p> <p>Luis Fernando Medina Colombian Ambassador to the OECD</p> <p>Patrik Kovács Chair of the SME and Entrepreneurship Committee, Business at OECD</p>
Discussion	All participants
18:00 – 19:30	Cocktail

D4SME



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