



The OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) invites you to the webinar

## UN MSME DAY 2022

# “The future of SME and entrepreneurship policy: a compass to navigate turbulent times”

## Launch event

## OECD Recommendation on SME and Entrepreneurship Policy

 27 June 2022

 14:00 – 15:30 CEST (Paris time)

 Zoom

The new [OECD Recommendation on SME and Entrepreneurship policy](#) was adopted at the OECD Ministerial Council Meeting on 10th June 2022, on the proposal of the Committee on SMEs and Entrepreneurship (CSMEE).

The Recommendation aims to provide an evidence-based and holistic framework to support countries in developing coherent, effective and efficient SME and entrepreneurship policies, to foster their contribution to inclusive and sustainable growth and for the benefit of all.

The Recommendation responds to long-standing demand by countries for frameworks and tools to improve the effectiveness of SME and entrepreneurship policies, ensuring coherence and synergy across varied policy areas and actors and accounting for the diversity of the SME and entrepreneurship population. This has taken a new urgency in the aftermath of the COVID-19 crisis and acceleration of mega trends, as governments strive to support SMEs and entrepreneurs in the recovery and to adapt to the digital and green transitions.

To celebrate this momentous occasion a special launch event will take place on [UN Micro-, Small and Medium-sized Enterprises Day](#) (27th June). As turbulent times unfold for SMEs and entrepreneurs around the world, this event provides an opportunity for policy makers and stakeholders to discuss the future of SME and entrepreneurship policy, share views on the relevance of the Recommendation to foster recovery and develop future-proof policy strategies, and comment on priorities, challenges and opportunities towards effective implementation.

### AGENDA

#### 14.00-14.05 **Welcome and Opening Remarks**

- Mr Nadim Ahmad, Deputy Director, Centre for Entrepreneurship, SMEs, Regions and Cities (CFE), OECD

#### 14.05-14.20 **Setting the scene: the OECD Recommendation on SME and Entrepreneurship Policy**

- Mr Martin Godel, Head of SME Policy Division, State Secretariat for Economic Affairs, Switzerland and Chair of the OECD Committee on SME and Entrepreneurship
- Ms Lucia Cusmano, Deputy Head, Entrepreneurship, SMEs and Tourism Division, CFE, OECD

#### 14.20-14.45 **High-level remarks**

*Short video interventions from Hon. Stuart Nash, Minister for Economic and Regional Development, Forestry, Small Business and Tourism, New Zealand and Mr Robert Troy, Minister of State for Trade Promotion, Digital and Company Regulation, Ireland*

- Mr Jorge Enrique González, Deputy Minister for Business Development, Colombia
- Mr Jan Oravec, State Secretary, Ministry of Economy, Slovak Republic
- Mr Raül Blanco, Secretary General of Industry and SMEs, Ministry of Industry, Trade and Tourism, Spain

#### 14.45-15.25 **Panel discussion**

Moderation: Ms Céline Kauffmann, Head of Entrepreneurship, SMEs and Tourism Division, CFE, OECD

*Video: the voice of stakeholders*

- Ms Gemma Peck, Director for Business Growth, BEIS, United Kingdom
- Ms Veronique Willems, Secretary General, SME United
- Ms Lisa A. Coppola, Esq., Chair-Elect, Board of Directors, National Association of Women Business Owners, United States
- Ms Karen Hynes, Principal Officer, Department of Jobs, Enterprise and Innovation, and SME Envoy, Ireland
- Mr Sergio Arzeni, President, International Network for SMEs, INSME
- Mr Getulio Vaz, Senior Analyst, Institutional Advisory Unit, SEBRAE, Brazil

#### 15.25-15.30 **Concluding remarks**

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After registering, you will receive a confirmation email containing information about joining the meeting. If you do not receive an email confirmation or have trouble registering, please contact [heather.mortimercharoy@oecd.org](mailto:heather.mortimercharoy@oecd.org)

For more information, contact [lucia.cusmano@oecd.org](mailto:lucia.cusmano@oecd.org)

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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.