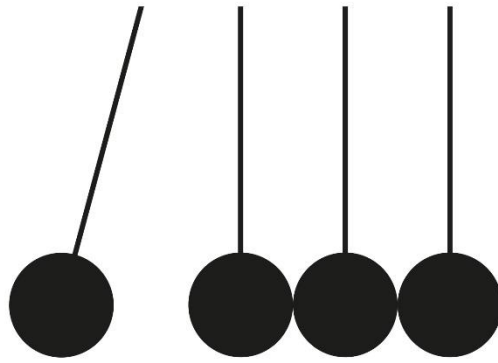


MSMEs

WTO Joint Initiative
on MSMEs



MSME DAY 2019

In partnership with:



MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES DAY

Thursday, 27 June 2019

World Trade Organization, Room CR, Geneva

We cordially invite you to join us in celebrating MSME Day 2019.

There will be a panel discussion on trade facilitation co-organized by the UK Federation of Small Businesses in cooperation with the Informal Working Group on MSMEs in the morning.

[R.S.V.P.](#) by 23 June 2019.

10:00-10:10 Opening remarks **Mr. Alan Wolff**, Deputy Director-General, World Trade Organization

10:10-10:20 Welcome remarks **H.E. Mr. José Luis Cancela**, Ambassador of Uruguay, General Coordinator of the WTO Informal Working Group on MSMEs

10:20-12:00 **How to Facilitate Trade for Small Businesses**

Whether that be via direct exports or indirectly as part of a global value chain, trade is a vitally important driver for smaller businesses, as it enables them to diversify their markets, reach new customers, grow, and become more competitive. However, more needs to be done to help small businesses benefit from and contribute to world trade. The statistics from developed and developing countries alike show that large companies tend to export much more than small ones. From issues relating to access to information to compliance with rules of origin, there are many obstacles and costs involved for small businesses looking to export. This session will examine from a variety of perspectives how to facilitate trade for small businesses.

Panel discussion **Mr. Mike Cherry**, National Chairman, UK Federation of Small Businesses

Mr. Jalal Benhayoun, Director General, PORTNET Public Limited Company (Morocco)

Mr. Andrew Staines, UK Ambassador & Deputy Permanent Representative to the UN and WTO (tbc)

Moderator

Mr. James Sibley, FSB's Deputy Head of EU & International Affairs, UK Federation of Small Businesses