



MSME DAY 2021

MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES DAY - 27 JUNE 2021

Programme of events

Fireside chat: Supporting Small Business Recovery

A timely and powerful conversation on supporting small business through a global pandemic, between Elina Vilkkumäki, Director and Head of Small Business Marketing, Facebook and Pamela Coke-Hamilton, Executive Director, International Trade Centre.

MSMEs: Key to an inclusive and sustainable recovery

A live panel discussion with entrepreneurs from Argentina, Ghana, Indonesia, Kenya and Senegal shared insights on how they contribute to an inclusive and sustainable recovery. In high-level plenary segments, leaders from government, international organizations, business support organizations, and the private sector shared priorities to support MSMEs on this path. The event was hosted by the International Trade Centre, together with the [Permanent Mission of Argentina to the United Nations](#) in New York, the [United Nations Department of Economic and Social Affairs](#) (UN DESA), the [International Council for Small Business](#) (ISCB), the [United Nations Conference on Trade and Development](#) (UNCTAD), and the [United Nations Industrial Development Organization](#) (UNIDO).

The challenge: Digital Champions for Small Business

We called business support organizations and non-governmental organizations to submit innovative ideas that help small, exporting businesses in going digital.

Organized by the [World Trade Organization](#)'s Informal Group of Micro, Small and Medium-Sized Enterprises, together with the International Chamber of Commerce and the International Trade Centre, the initiative was officially launched on 25 June.

WTO Director General Dr Ngozi Okonjo-Iweala ITC Executive Director, Pamela Coke-Hamilton, ICC Secretary General John Denton and Ambassador José-Luis Cancela, Chair of the Informal Group of Micro, Small and Medium-Sized Enterprises shared information on the initiative while a Zoom representative revealed the prize to be awarded to the winning proposal.

The TV talk show: ITC Executive Director and business leaders discussed a greener way forward as 2021 *SME Competitiveness Outlook* report is released

Live from Lemman Blue TV studios, Claire Doole interviewed Pamela Coke-Hamilton on the main findings and key recommendations from the *2021 SME Competitiveness Outlook*.

Representatives from small businesses, governments, business support organizations and lead firms in international value chains joined the conversation, including:

- Juliet Namujju, Founder, Kimuli Fashionability, Uganda
- Jamico Jamlang, Founder and Managing Director, The Bamboo Company, The Philippines
- Pedro Beirute Prada, CEO, Procomer, Costa Rica
- Philip von der Goltz, Managing Partner, List + Beisler, Germany

The show is accessible on the ITC [Facebook](#) and [LinkedIn](#) pages.