

# JUNE 27 | MSME DAY 2024 PROGRAM

INTERNATIONAL LABOUR ORGANIZATION (ILO) &  
INTERNATIONAL ORGANIZATION OF EMPLOYERS (IOE)  
GOVERNING BODY ROOM

**10:00 AM - 10:05 AM**

**WELCOMING REMARKS FROM ILO**

**10:05 AM - 10:45 AM**

**OFFICIAL OPENING FOR MSME DAY**

Session Chair: Dr. Ayman ElTarabishy, CEO & President, ICSB

Distinguished Speakers:

- H.E. Ambassador Jung Sung Park, Deputy Permanent Representative of the Republic of Korea in Geneva
- H.E. Ambassador Matthew Wilson, Permanent Representative of Barbados to the United Nations Office in Geneva
  - Dragan Radic, Chief-Micro, Small and Medium-Sized Branch (MSME) Sustainable Enterprises, Productivity, and Just Transition Department, ILO
- Akustina Morni, Director of Policy, International Organization of Employers, IOE
- Ki-Chan Kim, Chair of the Board, International Council for Small Business (ICSB)

**10:45 AM - 11:30 AM**

**THE GLOBAL IMPACT OF MSMES FOR A BETTER WORLD**

Session Chair: Dr. Rico Baldeger, Dean and Professor, School of Management Fribourg (HEG-FR)

Speakers:

- H.E. Martin Garcia Moritan, Ambassador to Uruguay, The Republic of Argentina
  - Perrine de le Court, Director Ashoka, Belgium
  - Nigist Goytom, Founder and CEO of Ha Hu, Switzerland
- Roland Decorvet, Founder and Chairman, Alpha Seeds, Congo, Switzerland
- Chang-Jae Shin, Chairman & CEO of KYOBO Life Insurance, S. Korea - Recognition to Follow

**11:30 AM - 12:15 PM**

**WOMEN IN BUSINESS - OPPORTUNITIES FOR IMPACT**

Session Chair: Ms. Analia Pastran, ICSB Board Member, Argentina

Speakers:

- Katia Passerini, Provost and Executive Vice President, Seton Hall, USA
- Narmina Hasanova, CEO and founder of MiniBoss Business, Azerbaijan
  - Chantal Line Carpentier, Head, Trade, Environment, Climate Change and Sustainable Development, The United Nations
- KyungRan Yang, Co-founder and CEO of MegaGen Implant Co. Ltd., S. Korea
  - Sonja Betschart, Co-founder of WeRobotics, Switzerland
  - Franziska Giffey, Deputy Lord Mayor of Berlin (via video), Germany

**12:15 PM - 1:15 PM**

**HUMAN-CENTERED ENTREPRENEURSHIP:  
A GLOBAL PERSPECTIVE**

Session Chair: Rico Baldeger, Dean and Professor, School of Management Fribourg (HEG-FR)

Speakers:

- Nicolas Durand, Director of Foundation Campus Biotech, Switzerland
  - Cameron McKenzie, CEO Aspire, Switzerland
- Mouad Lamrani, General Director R&D Innovation Center, Menicon Co., Ltd., Switzerland
  - Louis-Jacques Fillion, Professor Emeritus HEC Montréal, Canada
  - Kristina Babina, CEO and Founder of TotUp, Switzerland
    - Thomas Heupel, Research Director, FOM, Germany
- Christian Meisel, Head of Entrepreneurship Center, h2, Germany

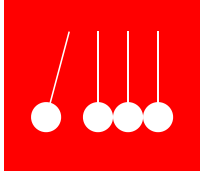
**1:15 PM - 2:15 PM**

**LUNCH BREAK AT THE ILO**

**2:15 PM - 3:00 PM**

**HEAD TO UNITED NATIONS PALAIS DES NATIONS - ROOM XVII  
PRE-REGISTRATION REQUIRED**





# JUNE 27 | MSME DAY 2024 PROGRAM

UNITED NATIONS PALAIS - ROOM: XVII

**3:00 PM - 4:00 PM**

## OPENING STATEMENTS

Session Chair: Dr. Ayman ElTarabishy, President & CEO, ICSB

Distinguished Speakers:

- H.E. Ambassador Carlos Mario Foradori,  
Permanent Representative of Argentina to the United Nations in Geneva
- H.E. Ambassador Seong Deok Yun,  
Permanent Representative of the Republic of Korea in Geneva
- H.E. Orkhan Mammadov, Chairman of the Management Board, Azerbaijan  
The Small and Medium Business - Azerbaijan - Host of COP 29
- H.E. Jo Kyu-il, Mayor, Jinju City, S. Korea
- Chantal Line Carpentier, Head, Trade, Environment, Climate Change and Sustainable  
Development, The United Nations Conference on Trade and Development (UNCTAD)
  - Representative, International Trade Centre (ITC)
- Ki-Chan Kim, Chair of the Board, International Council for Small Business (ICSB)

**4:00 PM - 4:45 PM**

## GLOBAL MSMES INITIATIVES FROM ORGANIZATIONS

Session Chair: Ms. Chantaline Carpentier, Head, Trade, Environment,  
Climate Change and Sustainable Development,  
The United Nations Conference on Trade and Development (UNCTAD)

Speakers:

- Amelia Santos - Chief, Investment Issues and Analysis Section,  
Enterprise and Investment Division, UN Trade and Development
- Henrique Pacini - Sustainable Manufacturing and Environmental  
Pollution Programme Manager, Trade and Environment Branch,  
UN Trade and Development
- Dragan Radic, Chief-Micro, Small and Medium-Sized Branch (MSME) Sustainable  
Enterprises, Productivity and Just Transition Department, ILO
- Lucia Cusmano, Acting Head of the SMEs and Entrepreneurship Division and Head of the  
Unit on SME and Entrepreneurship Transformation at the OECD Centre
  - Rico Baldegger, President of the Board of Trustees,  
Swiss Sustainability Foundation, Switzerland
  - Andrés O. Hayes, President & CEO Airtifae Group, United States
  - Marc Tienbig, President of the German Small and  
Medium-Sized Business Association (DMB) (via video), Germany -  
introduced by Hartmut Meyer
- Sebastian Striezel, President of the Chamber of Commerce, Berlin (via video), Germany

**4:45 PM - 6:00 PM**

## LOOKING INTO THE FUTURE SESSION - THE YOUTH INPUT & CONCLUSION

Session Chair: Dr. Ayman ElTarabishy, President & CEO

**6:00 PM**

## RECEPTION AT VIEUX BOIS GENEVA



**JUNE 27 | MSMEs DAY**

## **HUMAN-CENTERED IMPACT: ADVANCING THE UN SDGs THROUGH MSMEs**

As we steer our ship into a New Development Course in a Changing World, the importance of Micro, Small, and Medium Enterprises (MSMEs) and the circular economy is crystal clear. MSMEs, which account for 90% of businesses, more than 70% of employment, and 50% of GDP worldwide, remain the core of the economy for most societies.

The United Nations General Assembly designated June 27 as "Micro-, Small, and Medium-sized Enterprises Day" (A/RES/71/279) to raise awareness of the tremendous contributions of micro-, small and medium-sized enterprises (MSMEs) to the achievement of the United Nations Sustainable Development Goals (SDGs). Together with MSMEs and entrepreneurs, we can reach the SDGs.

### **The Circular Economy - A Paradigm Shift with a Human-Centered Approach and MSMEs' Role**

A human-centered approach is central to the evolving 'circular economy,' emphasizing the importance of individuals and communities in driving sustainable transformation. Considering people's well-being and prioritizing inclusive participation ensures that new systems align and contextualize local culture and personal/institutional needs. The circular economy represents a transformative framework to eliminate waste while fostering continuous resource utilization and social and economic development.

Replacing the linear 'take-make-waste' model, the circular economy relies on a closed-loop principle that focuses on human-centered product design, durability, reusability, remanufacturing, and recycling. Micro, Small, and Medium Enterprises (MSMEs) are vital in this paradigm shift. It includes the green and blue economies, which are the base for sustainability and make for a more liveable planet. As crucial drivers of local economies, they are uniquely positioned to incorporate circular practices into their operations. By leveraging their agility and local knowledge, MSMEs can adopt innovative business models prioritizing sustainability and profitability while enhancing productivity and responding to local communities' needs. Their role in designing people-oriented products and services underscores the importance of resilient, sustainable enterprises that meet environmental goals and community needs.

### **The UN SDGs and Circular Economy**

The Circular Economy concept intersects with multiple Sustainable Development Goals (SDGs), notably SDG 12 (Responsible Consumption and Production). It promotes sustainable practices by emphasizing efficient resource use, waste reduction, and recycling. SDG 9 (Industry, Innovation, and Infrastructure) is also relevant as the Circular Economy encourages innovation in production processes and technology to create more sustainable systems. Moreover, SDG 13 (Climate Action) is addressed through the Circular Economy's focus on mitigating climate change impacts by reducing resource extraction and disposal emissions. Furthermore, SDG 7 (Affordable and Clean Energy) is supported as circular practices optimize energy use and promote renewable energy sources. SDG 8 is about "decent work and economic growth" in which workers, in cooperation with employers, can jointly implement a Circular Economy model that drives growth and productivity. In the SDG 11 (Sustainable Cities and Communities) context, the Circular Economy contributes to building more sustainable urban environments by minimizing environmental degradation and enhancing resource resilience. Lastly, the Circular Economy aids in achieving SDGs 14 and 15 (Life Below Water and Life on Land) by reducing pollution and waste generation, conserving ecosystems, and preserving biodiversity.

### **MSMEs Forward Together**

The circular economy and MSMEs are inherently linked through a shared commitment to sustainability and growth. By adopting a human-centered approach within the circular economy framework, MSMEs can survive and thrive amid uncertainties by aligning their products and services with people's needs and aspirations. MSMEs can lead the charge toward a sustainable and prosperous future with the proper support from governments, international organizations, and consumers. Governments and development partners can create an environment that supports MSMEs in their efforts to invest, trade, and thrive in global markets and harness the related development benefits.

The journey is long and challenging, but unity, innovation, and resilience will help us reach our destination. As we celebrate Micro, Small, and Medium Enterprises Day, let's reaffirm our commitment to supporting these agents of innovation, growth, and sustainability. Together, with a human-centered mindset, we can shape an economically prosperous and environmentally sustainable future.

***"The future depends on what we do in the present." - Mahatma Gandhi.***

Let's make the present count, for a better and sustainable future awaits us.

