

MSME Day, 27 June 2023

Salle W (toutes les sessions sont hybrides Zoom et en personne)

RSVP (external only): msmegroup@wto.org

Zoom Registration: [Webinar Registration - Zoom](#)

- 11:00-12:00 CET Launch of Updated Trade4MSMEs Website and Release of the Trade Game
- 12:00-14:00 CET BREAK
- 14:00-15:00 CET Panel Discussion: Smallholder Farmers and International Trade
- 15:15-16:00 CET Small Business Champions Awards Ceremony

Morning Session – 11:00-12:00

11:00 – Welcoming remarks by Ambassador Matthew Wilson, MSME Group Coordinator

- Hon. Sandra Husbands, Minister of State in the Ministry of Foreign Trade and Business Development of Barbados
- WTO Deputy Director General Anabel Gonzalez
- Marco Forgione, IOE&IT Director General, Strategic Partner on Trade4MSMEs.org

11:15 – Presentation of the re-vamped Trade4MSMEs Website (Kathryn Lundquist)

11:40 – Video and demonstration of the new Trade4MSMEs Trade Game (Hunter Matson)

11:55 – Closing remarks and invitation to explore the website and game in the WTO Atrium

Celebrating MSME Day 2023

Join us for the:

LAUNCH OF UPDATED Trade4MSMEs WEBSITE

27 June 2023
11:00 - 12:00 CEST

WTO Room W and Zoom

RSVP (external only): msmegroup@wto.org
Zoom [registration](#)

... AND RELEASE OF THE TRADE GAME

The Trade Game

Logos: INSTITUTE OF EXPORT, MSMEs, WTO Informal Working Group, Trade4MSMEs, THE WORLD

Celebrating MSME Day 2023

MSMEs

WTO Informal
Working Group

Join us for a hybrid discussion on

Smallholder Farmers and International Trade

14:00 - 15:00 CEST

27 June 2023

WTO Room W and Zoom

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MSME Day Afternoon Session I - 14:00-15:00

International Trade and Smallholder Farmers

Smallholder farmers are an important subset of micro, small and medium-sized enterprises (MSMEs), especially in developing economies where roughly 9% of MSMEs are in the agriculture sector (WTO World Trade Report, 2016). These farmers contribute significantly to the global economy and often represent the first link in complex, time-sensitive, food supply chains.

Join us for a conversation among experts to discuss the challenges smallholder farmers face to access first buyers and global markets; adhere to standards; and navigate the inherent risks and costs. Panellists from the FAO, Brazil, Safer Spices (an STDF Project in Cambodia, Lao PDR and Viet Nam) and Avoport (a South African supply chain integrator) will discuss what has worked and what more can be done to support these businesses through access to information, infrastructure and logistics. This conversation will lead into the award ceremony for 2023's ICC-ITC-WTO MSME Group Small Business Champions on Helping Smallholder Farmers Go Global.

14:00 - Opened by WTO MSME Group Coordinator Matthew Wilson with remarks by

- UNCTAD DSG Pedro Manuel Moreno
- WTO DDG Xiangchen Zhang

14:10 – Moderator, Mr. Ercole DeVito, ICC Agri-Food Lead

Panel discussion on challenges and opportunities for smallholder farmers in international trade

- Mr. Heiko Bammann, Agricultural Economist, FAO
- Ms. Carolina von der Weid, Head of International Advisory at the Ministry of Agrarian Development and Family Agriculture of Brazil
- Dr. Muhammad Faheem, Integrated Crop Management Advisor CABI Southeast and Pacific Asia, Safer Spices
- Ms. Shandini Naidoo, Director of Avoport, a South African agricultural supply chain integrator

14:55 – Closing remarks (Mr. Ercole DeVito)

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Small Business Champions 2023

Join us when we announce the winners!

27 June 2023 | 15:15-16:00 CEST

H.E. Ambassador Matthew Wilson
Chair of the Informal Working Group on MSMEs

Dr. Ngozi Okonjo-Iweala
Director General
World Trade Organization

Pamela Coke-Hamilton
Executive Director
International Trade Centre

John W.H. Denton AO
Secretary General
International Chamber of Commerce

SMALL BUSINESS CHAMPIONS

Afternoon Session II - 15:15-16:00
ICC-ITC-WTO MSME Group Small Business Champions

15:15 — Opening remarks by Ambassador Wilson and announcement of the 2023 Small Business Champions by:

- WTO Director General Ngozi Okonjo-Iweala
- ITC Executive Director Pamela Coke-Hamilton
- ICC Secretary General John Denton