## **MSME Day, 27 June 2023**

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

RSVP (external only): <a href="mailto:msmegroup@wto.org">msmegroup@wto.org</a>
Zoom Registration: <a href="mailto:webinar Registration-Zoom">Webinar Registration-Zoom</a>

• 11:00-12:00 CET Launch of Updated Trade4MSMEs Website and Release of the Trade Game

12:00-14:00 CET BREAK

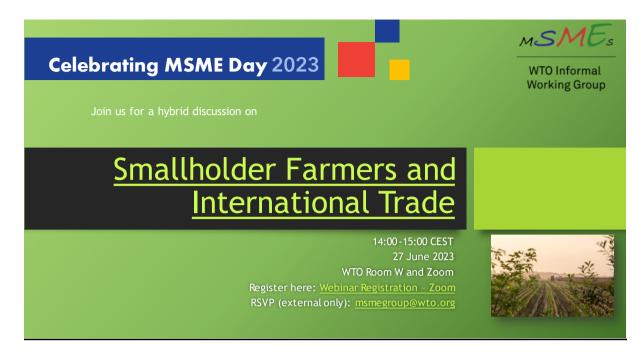
- 14:00-15:00 CET Panel Discussion: Smallholder Farmers and International Trade
- 15:15-16:00 CET Small Business Champions Awards Ceremony

## 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





## 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)



## 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