



**Creating a Shared Future**  
**For Entrepreneurs and Micro-, Small and Medium-sized Enterprises**  
In the framework of the UN Sustainable Development Goals

**First Time Ever, the United Nations**  
**Opens its Doors on Saturday to Hold a Special Event**  
**Dedicated to Entrepreneurs and SMEs, in Partnership**  
**with the International Council for Small Business (ICSB)**

**Saturday, May 12, 2018**  
**The United Nations**

**United Nations HQ**  
**New York, NY USA**

# CREATING A SHARED FUTURE FOR ENTREPRENEURS AND MICRO-, SMALL AND MEDIUM-SIZED ENTERPRISES IN THE FRAMEWORK OF THE UN SUSTAINABLE DEVELOPMENT GOALS

The global outlook has changed dramatically for entrepreneurs, start-ups, Micro-, Small and Medium-sized Enterprises (MSMEs) worldwide. They now are the central economic topic for many governments around the world.

Governments are moving rapidly to shore up support for entrepreneurs, start-ups, and MSMEs through new initiatives. Policies are being formulated to help integrate entrepreneurs and MSMEs in the economic formula and to help equip them for the global integrated economy.

Yet, direct challenges from many fronts are increasing for entrepreneurs and MSMEs. These challenges include disruption by artificial intelligence, lack of skilled workers, and retail and service consolidation. The balance between the country's economic well-being and social integration continues to widen as evident by the lack of inclusiveness of many groups within the economy. The Sustainable Development Goals (SDGs) are intended to both identify and kick-start much needed action on issues and in areas that are essential to the very future of both our planet and people. Considering that the SDGs effectively cover every human activity and habitat across the world, the role of MSMEs in achieving these goals needs to be further articulated and enhanced.

The launch of the successful MSMEs International Day was a powerful reinforcement of their global impact. However, divergent initiatives, programs, messages, and policies fragment the potential for a global movement led by MSMEs. This forum will lay the foundation for a common global narrative on how MSMEs can make their major impact in leading and achieving the SDGs.



## Saturday, May 12, 2018 | Agenda

### 9:00 – 10:00

Security Check-in at the United Nations Main Entrance

### 10:15 – 11:15

#### Opening Ceremony:

Presenter: Ayman El Tarabishy, Executive Director, International Council for Small Business (ICSB)

- Martín García Moritán, Ambassador, Permanent Representative of Argentina to the UN
- Cho Tae-yul, Ambassador, Permanent Representative of the Republic of Korea to the UN
- Chantal Line Carpentier, Chief of New York Office of the United Nations Conference on Trade and Development (UNCTAD)
- Geralyn McClure Franklin, President-Elect, ICSB
- Lise Kingo, CEO & ED, United Nations Global Compact

#### Guests Speakers:

- Mohamed Edrees, Ambassador, Permanent Representative of the Arab Republic of Egypt to the UN
- Mohamed Erfan Gamaledin, Chairman of Administrative Control Authority, Arab Republic of Egypt
- Khaled Nasser Abdullah Al-Roudan, Minister of Commerce and Industry, State of Kuwait
- Alejandro Gonzalez, Chair of the OECD Working Party on SMEs and Entrepreneurship
- Brian Brault, Chairman of the Global Board of Directors for the Entrepreneurs Organization

### 11:15 – 12:45

#### Plenary 1: The Need for MSMEs to Support the Economy

Presenter: Ayman El Tarabishy, Executive Director, International Council for Small Business (ICSB)

- Peter Cazamias, Associate Administrator for the Office of International Trade, Small Business Administration, USA
- Mariano Mayer, National Secretary for Entrepreneurs and Small & Medium Enterprises, Argentina
- Sahar Nasr, Minister of Investment and International Cooperation, Arab Republic of Egypt
- Dato Hafisah, Chief Executive Officer, Small and Medium Enterprises Corporation (SME), Malaysia
- Jose Ricardo Veiga, Secretary of Small & Medium Enterprises, Brazil
- Cardinal P. Turkson, Prefect of the Dicastery for Promoting Integral Human Development, Vatican City State
- Oh Joon, Ambassador, Former President of ECOSOC, and Former Permanent Representative of the Republic of Korea to the UN

### 12:45 – 1:45 Lunch

### 14:00 – 14:30

#### Reporting Calling of Working Sessions on Guiding Principles to Support MSMEs

Presenter: Ayman El Tarabishy, Executive Director, ICSB

Reporting: George Solomon, Editor, The Journal of Small Business Management (JSBM)

Reporting: Geralyn McClure Franklin, President-Elect of ICSB

Reporting: Jeffrey Alves, Past-President of ICSB

Reporting: Winslow Sargeant, Senior Vice-President of Development of ICSB

### 14:30 – 15:30

#### Plenary 2: The Mayors of the World Unite to Support MSMEs and SDGs

Presenter: Winslow Sargeant, Senior Vice-President of Development, ICSB

- Italy: Cono D'Elia, Mayor of Comune Di Morigerati
- Canada: Régis Labeaume, Mayor of Québec City
- Indonesia: Hasto Wardoyo, Mayor of Kulon Progo
- Stephen Distante, CEO, Vanderbilt Securities, EO Global Ambassador to the UN SDGs and EO New York City Chapter President

### 15:30 – 16:30

#### Plenary 3: The Academic Leaders Unite to Support MSMEs

Presenter: Ayman El Tarabishy, Executive Director, ICSB

- Patrick Leahy, President, Wilkes University, USA
- Joe Bloom, President of New Jersey Institute of Technology (NJIT), USA
- Caryn Beck-Dudley, Dean, Santa Clara University Leavey School of Business, USA
- Michel Patry, Director HEC Montreal, The Montreal Business School, Canada
- Rico Baldegger, Director of the Fribourg School of Management (HEG-FR), Switzerland
- Ruben Ascuá, Rector, The National University of Rafaela, Argentina
- Julie Goonewardene, Associate Vice Chancellor for Innovation and Strategic Investment, The University of Texas System, USA
- Khalid Shams M A Al-Abdulqader, Dean, College of Business and Economics, Qatar University
- Shelby Scarbrough, Founder of Practical Protocol and EO Global President (2007-2008)
- Susan Lehrman, Dean, Rowan University, USA

### 16:30 – 17:30

#### Plenary 4: Organizations Unite to Support MSMEs

Presenter: Winslow Sargeant, Senior Vice-President of Development, (ICSB)

- Amazon, Inc: Abby Daniell, Latin America, Canada and Caribbean Public Sector Amazon Web Services
- Tatweer Misr: Ahmed Shalaby, CEO and Managing Director
- WARF: Laura Heisler, Director of Programming and Director of Outreach (Morgridge Institute for Research)
- EO Global Board Member and CIMX, Software: Kristin McLane, CEO

### 17:30 – 18:00

#### MSMEs and Humane Entrepreneurship – A Way Forward

Presenter: Ayman El Tarabishy, Executive Director, ICSB

Co-Chairs: Geralyn McClure Franklin, President-Elect of ICSB, Jeffrey Alves, Past-President of ICSB, George Solomon, Editor of JSBM and Past-President of ICSB

- KiChan Kim, Past-President, ICSB
- Ahmed Osman, Senior Vice President, ICSB
- Roberto Parente, Professor, Salerno University, Italy
- Winslow Sargeant, SVP of Development, ICSB
- United States: DC Central Kitchen, Andy Finke, Chief Operating Officer
- Italy: Santomiele, Antonio Longo, Chief Executive Officer
- Egypt: Tatweer Misr, Ahmed Shalaby, Managing Director and Board Member
- Republic of Korea: Ajin Industrial, Jung-ho Seo, Chief Executive Officer

### 18:00 End of Forum