

THE ROLE OF ENTREPRENEURSHIP IN POST COVID-19 RESURGENCE



UNCTAD-UNITAR WEBINAR SERIES ON ENTREPRENEURSHIP,
MSME SURVIVAL AND RESURGENCE IN COVID-19 TIMES



URGENT PRIORITIES FOR START-UP AND MSME RECOVERY

FACT SHEET (1 OUT OF 4)

Friday, September 18th @ 16:00 - 17:30 (CET)

Background

The new coronavirus pandemic is having unprecedented impacts across the globe, especially on human health and economic activities. In this context, governments are intensifying their efforts to combat the global spread of COVID-19 by enacting various measures to support public health systems, safeguard the economy and ensure public order and safety.

Likewise, entrepreneurs have looked for creative solutions to keep their activities afloat, addressing different challenges. The downturn in the global economy following this huge sanitary and health crisis represents unprecedented challenges, but will provide opportunities as well.

Discussion objectives

The objective of this virtual discussion is to identify and analyse the main impacts of COVID-19 on entrepreneurs and Micro, Small and Medium-sized Enterprises (MSMEs), their reactions, as well as the support they have received to face the current situation. Discussions will provide an opportunity for an intermediate impact assessment of the disruption, which would help to identify a set of priority policies and measures for immediate basic re-opening measures for small business-owners, in order to facilitate resurgence and develop a longer-term social and economic recovery strategy where entrepreneurship and MSMEs play a central role.

18 September 2020 / 4pm (CET)

Urgent priorities for start-ups and MSMEs' recovery

- What fragilities in the entrepreneurship and MSMEs ecosystem has COVID-19 exposed?
- What are the key challenges entrepreneurs and MSMEs have been facing during the COVID-19 pandemic?
- What are the immediate priorities for start-ups and MSMEs' recovery?
- Are there good practices and success stories that could be shared to scale up new sustainable ventures?
- What policies are needed to ensure a resilient, green and inclusive recovery in the MSME sector?

Target audience

The event is open to all and is targeting all entrepreneurship stakeholders, with a particular focus on the following groups:

- Public sector officials;
- International organization
- Representatives from the private sector, including MSMEs, and academia;
- Civil Society representatives.



Programme



Welcoming remarks by



· **Ms. Tatiana Krylova**, Head of the Enterprise Branch, Division on Investment and Enterprise



Virtual Davos-style discussion moderated by



· **Mr. Alex Mejia**, Director, Division for People and Social Inclusion at UNITAR; Head, CIFAL Global Network

POTENTIAL SPEAKERS (TBC)



· **Ms. Aileen Ionescu-Somers**, Executive Director, Global Entrepreneurship Monitor (TBC)



· **Mr. Gabriel Petrus**, Executive Director, International Chamber of Commerce, Brazil



· **Ms. Alemtsehay Legesse**, Director of Innovative Jobs and Projects at Job Creation Commission, Republic of Ethiopia



· **Dr. Anh Tho Andres-Kammler**, Quality Assurance & Programme Coordinator at Globethics.net, Switzerland



· **Ms. Kayan Motashaw**, Founder at LivRite Foods LLP, Manufacture of honey "Beelicious" (Empretec), India



· **Ms. Ada Osakwe**, Founder of Agrolay Ventures and Nuli Juice, Nigeria

Q&A session

