

**FREE** **THE ROLE OF  
ENTREPRENEURSHIP  
IN POST COVID-19  
RESURGENCE**

UNCTAD-UNITAR 4 PARTS WEBINAR SERIES  
ON ENTREPRENEURSHIP AND MSMEs SURVIVAL  
AND RESURGENCE IN COVID-19 TIMES



**BLUE ENTREPRENEURSHIP  
AND MSMEs RESURGENCE**

**FACT SHEET/ AGENDA**

**Thursday, May 27th, 2021 @ 9am EST/ 3pm CET**

## Background

The coronavirus pandemic is having unprecedented impacts across the globe, especially on human health and economic activities. Governments are combatting the spread of COVID-19 and enacting 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 a multitude of 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 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, help to identify a set of priority policies and measures for small business-owners in order to facilitate resurgence, and develop a longer-term social and green economic recovery strategy where MSMEs play a central role. The webinars will also help to raise awareness of challenges on post COVID 19 resurgence of MSMEs and share practices on how they could be addressed to facilitate the role of entrepreneurship and MSMEs in the green and sustainable social and economic recovery.

Webinars are structured around 4 themes. Each webinar lasts for 1.5 hours. They are co-led by UNCTAD and UNITAR. The platform is hosted by UNITAR. Registration and data analysis are done by UNITAR and shared with UNCTAD. Spanish and French translation is provided.

27 May 2021 | 9am EST/ 3pm CET

### 4 Blue Entrepreneurship and MSMEs resurgence

- What is the impact of COVID-19 on the blue economy? Has it accelerated the shift toward a blue economy, including in SIDS countries?
- How have entrepreneurs and MSMEs in the blue economy adapted to the COVID-19 crisis? Does post-COVID-19 recovery provide new opportunities for entrepreneurs and MSMEs in the blue economy and how could those be seized?
- How can government policies ensure the integration of entrepreneurs and MSME in a sustainable blue recovery?
- What are the key challenges and good practices to be considered to facilitate the contribution of MSMEs to the blue economy in the aftermath of COVID-19? What capacity building programmes are available?

## 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;
- Representatives from the private sector, including MSMEs;
- Academia;
- Civil Society representatives.



**Panelists**  
From 15:15 to 16:15



**Ms. Angelique Antat**  
Principal Secretary,  
Entrepreneurship and Industry  
Department, Ministry of Investment,  
Entrepreneurship and Industry,  
Republic of Seychelles



**Dr. Paul Pounder**  
PhD, Professor and Director  
of MBA Program, St. George's  
University, West Indies



**Ms. Nicole Leotaud**  
Executive Director, Caribbean  
Natural Resources Institute,  
Trinidad and Tobago

**Q&A session**



**Ms. Tatiana Glad**  
Co-founder of Impact Hub  
Amsterdam, Netherlands



**Mr. Timothy Bouley**  
CEO of BioFeyn,  
France



**Ms. Judith Underwood**  
CEO of Blue Institute Labs,  
U.S.

**15:00 - Introductory remarks by**



**Mr. Richard Bolwijn**  
Head of Enterprise Branch,  
Division on Investment and  
Enterprise, UNCTAD



**Ms. Suzanne Johnson**  
Senior Advisor to the UN  
Global Compact,  
Sustainable Ocean Business

**15:10 - Virtual Davos-style discussion  
moderated by**



**Mr. Alex Mejia**  
Director of the Division for People  
and Social Inclusion, UNITAR

**16:15 - Q&A session**



*Join us!*

For more information and registration:

**PLEASE CLICK HERE**

Or go to: [https://us02web.zoom.us/webinar/register/4316207432072/WN\\_VbaF7aJHQA mWg5wQ-\\_diBA](https://us02web.zoom.us/webinar/register/4316207432072/WN_VbaF7aJHQA mWg5wQ-_diBA)

