



**Project Launch Event: Presentation of the Recommendations for Digital Platforms
prepared under the DA UN COVID19 Project: SME resurgence and the role of
competition policy post COVID-19**

Wednesday 1 June 2022, 13h00-14h30 CET

Agenda Programme

1. Background

As part of its COVID-19 Response project on SMEs resurgence funded by the United Nations Development Account, the Competition and Consumer Policies Branch (CCPB) of UNCTAD has been engaged in discussing with representatives from Competition Authorities and SMEs agencies how competition policy can support the recovery of micro and small and medium sized companies (MSMEs) post COVID-19 crisis.

Since 2020, the UNCTAD CCPB carried out several activities together with the five United Nations Regional Economic Commissions (UN-ECLAC, UN-ESCAP, UN-ECA, UN-ECE, UN-ESCWA). These included a global report on the contribution of competition policy to MSME and its policies, 3 national studies on the impact of COVID-19 on specific sectors in Brazil, Thailand, and South Africa and 5 regional webinars on how the recommendations of the global report and the three national studies could support the recovery of MSMEs.

For the last phase of the project, UNCTAD CCPB prepared three other outputs: (i) a set of recommendations for digital platforms to provide for fairer and more transparent access to MSMEs, (ii) an online course on SME and Competition Policy (SME-COMP); (iii) targeted technical assistance with specific guidance documents and activities for MSME and Competition bodies in Brazil, South Africa, Thailand, among others.

For the 1 June launching event, UNCTAD CCPB will present the document comprising the recommendations for digital platforms, seeking to provide a fairer and more transparent access to MSMEs.

The recommendations aim at facilitating the participation of MSMEs in the online marketplace, since they represent the cornerstone of economic activity in several countries across the world, contributing significantly to GDP and employment. Their digitalization during the pandemic and in the future, remains a challenge and an opportunity for an effective economic recovery from the COVID-19 pandemic and a contribution for achieving the United Nations Sustainable Development Goals. By facilitating their access to online distribution channels and eliminating entry barriers, these recommendations will support MSMEs to secure vital financing to expand their operations successfully and innovate. Consequently, this will improve business opportunities, lead to increased competition, wider choice, lower market prices and eventually higher economic growth.

2. Agenda

The presentation of the RP will be held virtually on **Wednesday 1 June 2022, from 13:00-14:30 CET**. The event will be conducted in all the UN official languages (French, English, Spanish and Russian). UNCTAD will provide the Zoom platform: https://us02web.zoom.us/webinar/register/WN_kEBe-LIGQvmgFFiz_iBSlw

Moderation:

Mrs. Elizabeth Gachuri
Project Manager DA Account Project, Economic Affairs Officer, CCPB, UNCTAD

Opening remarks

- Ms. Teresa Moreira, Head of Competition and Consumer Policies Branch, UNCTAD
- Mrs. Tientip Subhanij, Chief of Investment and Enterprise Development, ESCAP

Presentation of the Recommendations for Digital Platforms

- **Presentation:** Mr. Jorge Padilla, Executive Director, Compass Lexecon
- **Implementation strategy:** Mr. Juan Luis Crucelegui, Chief, Capacity Building and Advisory Services, CCPB, UNCTAD
- **Q&A**
- **Briefing on the UNCTAD ESCAP TCCT Event (27 & 28 June 2022):** Dr. Pierre Horna, Legal Affairs Officer, CCPB, UNCTAD

Closing remarks

- Ms. Nathalie Khaled, Economics Affairs Officer, ESCWA
- Ms. Georgina Nunez, Economics Affairs Officer, ECLAC

3. Target participants

Member States' Government representatives from institutions dealing with MSMEs, Competition authorities and MSME representatives, sectoral regulators' representatives, and policymakers.

4. Main outcome envisaged

UNCTAD will work closely with UN RECs and member States interested in the implementation of the recommendations for digital platforms on a request basis.