



*Serviço Brasileiro de Apoio às  
Micro e Pequenas Empresas*

**UNCTAD -ECLAC**

**Agenda**

**March 25, 2021**

**11H00-13.45H00 (Santiago time)**

**Regional meeting on policies for MSMEs and competition to face the crisis  
and promote economic reactivation**

**11:00 - 11:15 Opening remarks**

- Teresa Moreira, Officer in Charge, International Trade and Commodities Division and Head of the Competition and Consumer Policies Branch, UNCTAD.
- Giovanni Stumpo, Officer in Charge, Productive and Business Development Division, ECLAC
- Bruno Quick, Technical Director of SEBRAE, Brazil

**11:15 - 12:00: Panel 1.- Presentations of the situation in Latin America in SME policies and competition policies**

Moderator: Carlos Henrique Fialho Mussi, Director of the Brasilia Office of ECLAC

- Policies to support MSMEs in the pandemic and economic recovery in nine Latin American countries and the dimension of competition policy: Marco Dini and Georgina Núñez, Productive and Business Development Division, ECLAC
- Presentation of the conclusions and recommendations of the national studies:

1) Brazil, Fenando by Magalhaes Furlan

2) Mexico, Ignacio Navarro

## **12:00 - 13:15 Panel 2.- Debate with the representatives of the countries of the region**

Moderator: Pierre Horna Legal Affairs Officer, Competition and Consumer Policy Branch, UNCTAD

Organizations in charge of promoting MSMEs

- Sandra Gisella Acero, Mipyme director, Ministry of Commerce, Industry and Tourism of Colombia
- Guillermo Merediz, secretary for Small and Medium Enterprises and Entrepreneurs, Ministry of Productive Development of Argentina
- Arturo Arango, Deputy Director of the Authority of the Micro, Small and Medium Enterprises (AMPYME) of Panama

### **Competition Authorities**

- Gerardo Henriquez, Superintendent, Competition Superintendent of El Salvador
- Troy Waterman PHP, PMP, Director, Fair Competition Division (Ag) Fair Trading Commission, Barbados
- Enrique Vergara, President Tribunal for the Defense of Free Competition Chile

## **13:15 - 13: 45.- Panel 3. Training strategy for Phase III**

Moderator: Juan Luis Crucelegui, UNCTAD

- Pierre Horna (UNCTAD) and Georgina Núñez (ECLAC) present the activity proposal
- Discussion with the participants

## **13-45.- Final comments and closure**