



Multi-year expert meeting on  
**Investment, innovation and entrepreneurship for productive capacity-building and sustainable development**

**11<sup>th</sup> session**

## Preliminary Programme

30 September - 1 October, 10 a.m to 6 p.m. (CET)  
Room XXVI, Palais des Nations, Geneva

### Monday, 30 September

10 –10.45 a.m.	Opening plenary session
Item 1	Election of Officer
Item 2	Adoption of the agenda and organization of work
Opening remarks	Mr. Pedro Moreno, Deputy Secretary-General of UN Trade and Development (UNCTAD)
Item 3	Business Development Services for conducive business ecosystems in support of Sustainable Development
Introduction by	Ms. Nan Li Collins, Director, Division on Investment and Enterprise, UN Trade and Development (UNCTAD)
Keynote speaker	Prof. Vanina Farber, Dean of Executive Master of Business Administration, International Institute for Management Development (IMD)

10.45 a.m - 1 p.m.

**Session 1. Leaders Panel Beyond boundaries - the future landscape of businesses**

H.E. Mr. Baboucarr Joof, Minister of Trade, Regional Integration, and Employment, The Gambia.

H.E. Ms. Hilda Al-Hinai, Secretary General, Arab-Swiss Chamber of Commerce and Industry

Mr. Laurent Miéville, Director, UNITEC, University of Geneva and Member of Grand Conseil, Canton de Vaud, Switzerland.

Mr. João Minguilo Lunda Nkosi, President of the Administrative Council, INAPEM, Angola.

Dr. François Bonnici, Director, Schwab Foundation for Social Entrepreneurship.

Issues for discussion

- What are the trends that reflect the evolving landscape of entrepreneurship, MSMEs and start-ups and the opportunities that are available for innovative business ideas?
- What new business models are likely to emerge in the next decade and how does this impact business development services?
- What role will global connectivity play in creating new entrepreneurial opportunities?

INTERACTIVE DEBATE

3 – 5.15 p.m.

**Session 2. Small businesses, big impact – MSMEs and start-ups for economic development**

Prof. Dr. Désirée van Gorp, Faculty Research Centre for Entrepreneurship, Nyenrode Business University, The Netherlands.

Mr. Bruno Quick, Technical Director, SEBRAE, Brazil.

Ms. Montse Basora Farré, Head Business Services, Barcelona Activa, Spain

Mr. Xavier Arreguit, Managing Director, Innobridge.

Issues for Discussion

- In which way are MSMEs and start-ups important for sustainable and inclusive economic growth and what are the main challenges they face in an era of transitions?
- Which strategies can foster sustainable and inclusive business



development systems in support of growth, productivity and competitiveness?

- What specific policy interventions can be effective in supporting the development and growth of MSMEs and start-ups and how can these policies be adapted to different national contexts? How can business development services be integrated in the policy toolbox?

#### INTERACTIVE DEBATE

5.15 – 6 p.m.

#### **Showcasing Empretec – a visit behind the scenes**

The session will provide insights into the work of Empretec accompanied by videos from countries, highlighting best practices.

Empretec is UNCTAD's capacity-building programme on the promotion of entrepreneurship and micro-, small and medium-sized enterprises invests in training and networking to facilitate sustainable development and inclusive growth.

### Tuesday, 1 October

10 a.m.–1 p.m.

#### **Session 3. Charting the course for sustainable business futures**

Prof. Michael Aklin, Associate Professor of Economics and Management of Innovation, Chair of Policy and Sustainability, Federal Institute of Technology (EPFL), Switzerland.

H.E. Ms. Sofía Boza Martínez, Ambassador, Permanent Representative of Chile to the WTO, WIPO, UNCTAD and ITC

Ms. Chidinma Udeogu, Assistant General Manager, Nigeria Economic Zones Association.

Mr. Renato Santos, CEO, Moai Investments, Brazil.

Mr. Richard van Hoolwerff, Orange Corners, Netherlands Enterprise Agency.

Ms. Joyeeta Das, CEO and Co-founder Samundra Oceans.

Issues for Discussion

- How can novel entrepreneurial challenges brought about by the dual transitions – digitalization and new technologies on the one hand and greening of businesses on the other, be best addressed through targeted business development services?
- How can digitalization and technological advancements contribute and be leveraged to improve the delivery and accessibility of business development services for SMEs and start-ups?
- Which models work best and under which conditions can business development services be offered efficiently and effectively? What are the most significant development challenges, hindering growth in business development services?



- In what ways can collaboration between public and private sectors boost the development of effective business development services?

INTERACTIVE DEBATE

3 – 5.45 p.m. **Session 4. Innovate to elevate – tackling entrepreneurial novelties with upskilling and reskilling**

Ms. Ntokozo Majola, Acting Chief, SEDA, South Africa.

Mr. Sushil Ram, Adviser, The Commonwealth Secretariat.

Mr. Matt Smith, Director, Policy and Research, Global Entrepreneurship Network.

Ms. Miranda Page, Director, Strategic Communications, Young Business International.

Mr. Nielssimms Sangho, Head, Business Development and Partnerships, ShipShap, Kenya.

Issues for Discussion

- In an era of transitions, how can the need for new critical skills be best addressed through targeted business development services?
- How can these services be integrated into strategies that foster sustainable and inclusive business development services in support of growth, productivity and competitiveness?
- What are the obstacles or challenges developing countries experience and how can collaborate efforts between public and private entities enhance the further development of critical skills in business development services?

INTERACTIVE DEBATE

5.45 – 6 p.m. **Closing plenary session**

[Item 4](#) Adoption of the report of the meeting

