

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



DIGITAL AND INNOVATIVE SOLUTIONS FOR ENTREPRENEURSHIP AND MSME RESURGENCE

FACT SHEET (2 OUT OF 4)

Thursday, 15 October 2020 @ 16:00-17:30pm 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.

15 October 2020 / 4pm (CET)

2 Digital and innovative solutions for entrepreneurship and MSME resurgence

- What are the key weaknesses in the area of access to technology and innovation for entrepreneurship and MSMEs promotion are exposed by the current crisis?
- Has COVID-19 accelerated the development of the 4th revolution?
- What are the digital solution offered and produced by MSMEs to keep their businesses afloat?
- What role frugal innovations can play in recovery and how they could be used as permanent solutions in the aftermath of the crisis?
- How can digitalization improve access to finance?
- What policies and measures are needed to avoid a widening of a digital divide as a result of COVID 19 impacts?

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

SPEAKERS



· **Mr. Samson Uridia**, Head of International Relations, Revenue Service, Government of Georgia, Georgia



· **Ms. Afnan Ali**, Founder of Eureka Tech Academy, Jordan



· **Ms. Funmi Adewara**, Founder of Mobihealth International, Nigeria



· **Ms. Taynaah Reis**, Founder of Moeda, Brazil



· **Mr. Mohd Atasha**, Founder of Foy Mojo Digital Management, Malaysia



· **Mr. Manish Kothari**, Founder of Rhino Machine, India

Q&A session



For more information and registration:

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