

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



**ENTREPRENEURSHIP
AND FINTECH**

FACT SHEET/ AGENDA

Thursday, April 22nd, 2021 @ 9am EST/ 3pm 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 to ensure public order and safety.

Likewise, entrepreneurs have looked for creative solutions to keep their activities afloat, addressing different challenges they are experiencing. 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 discussions 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, 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 green economic recovery strategy where the entrepreneurship and MSMEs play a central role leaving no one behind. 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 will be structured around 4 themes. Each webinar will last for 1.5 hours. They will be co-led by UNCTAD and UNITAR. The platform will be hosted by UNITAR. Registration and data analysis will be done by UNITAR and shared with UNCTAD. Spanish and French translation will be provided to the audience.

The following issues will be addressed:

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3 Entrepreneurship and Fintech

- How is fintech helping entrepreneurs and MSMEs survive during this COVID-19 crisis?
- Do entrepreneurs and MSMEs have a role to play in the recovery response of the fintech industry?
- What policies can governments implement to maximize the benefits of fintech to entrepreneurs and MSMEs?
- What are the key challenges and good practices to be considered to facilitate MSMEs access to fintech? What capacity building programmes are available in this regard?

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



Panelists

From 15:10 to 16:00



Mr. Bryan Zhang
Executive Director and Co-Founder of the Cambridge Centre for Alternative Finance, the University of Cambridge Judge Business School, U.K.



Ms. Audrey Selian
Director Artha Impact, Co-founder of Artha Networks, Switzerland

Q&A session



Ms. Viola Llewellyn
President & Co-Founder of Ovamba Solutions Inc., U.S.A.



Mr. Mischa Tripoli
Economist at FAO, Italy

15:00 - Welcoming remarks



• **Ms. Tatiana Krylova**, Head of the Enterprise Branch, Division on Investment and Enterprise, UNCTAD

15:05 - Virtual Davos-style discussion moderated by



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

16:00 - Q&A session



For more information and registration:

PLEASE CLICK HERE

Or go to: https://us02web.zoom.us/webinar/register/3416160016627/WN_wtRmmLs0S_uFrB_E4LP3QQ

