

# MSME DAY 2018



THE YOUTH DIMENSION

## MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES DAY

27 June 2018, 17:00-20:00, ITC headquarters

Join us on Wednesday, 27 June to celebrate Micro, Small and Medium-Sized Enterprises (MSMEs) Day. The theme is the 'The Youth Dimension'. It will be an occasion to recognize the important role MSMEs play in creating jobs for youth and the prospects and challenges in youth entrepreneurship. The event will also highlight how MSMEs contribute to the United Nations 2030 Agenda for Sustainable Development.

### 17:00-18:30 Connecting youth to business

- Welcome **Ashish Shah**, Director, Division of Country Programmes, International Trade Centre
- Interaction MSMEs of tomorrow:  
**Vic van Vuuren**, Director, Enterprises Department, International Labour Organization
- From a start-up to a brand:  
**Florentine Baron**, Director of Strategy, M&C Saatchi
- Connecting to markets:  
**Marc Göhring**, Digital Communication Manager, Mirabaud & Cie
- Youth entrepreneurship:  
**Svetlana Kiseleva**, Co-Founder and Chief Marketing Officer and, Plair  
**André Abreu**, Co-Founder and Chief Executive Officer, Alaya
- Moderator: **Katja Schaer**, Journalist, Radio Television Suisse
- Closing remarks **Alexandra Rys**, Head of Communications, Geneva Chamber of Commerce, Industry and Services  
**Nicholas Niggli**, Director General, Economic Development, Research & Innovation at Republic and State of Geneva

### 18:30-20:00 Cocktail with live music

R.S.V.P. to [nalexander@intracen.org](mailto:nalexander@intracen.org) by 23 June 2018

Venue: International Trade Centre, 54-56 rue de Montbrillant, Geneva

