



Micro, Small and Medium-sized Enterprises Day 2020

# THE GREAT LOCKDOWN AND ITS IMPACT ON SMALL BUSINESS

WebTV programme  
24 June 2020 - 14:00-15:30 CET

#MSMEDay



Join us LIVE  
@InternationalTradeCentre

Organized by



International Trade Centre

 seedstars

In partnership with



*MSMEs*  
WTO Joint Initiative on MSMEs



# The Great Lockdown and its Impact on Small Business

## *webTV programme*

WEDNESDAY 24 JUNE 2020 2PM-3.30PM CENTRAL EUROPEAN TIME

This year we are marking the International Micro, Small and Medium-sized Enterprises Day with a webTV programme to take viewers on a virtual journey across continents in 90 minutes.

**Listen** to more than 40 diverse speakers who will give engaging testimonials, share immediate responses to the crisis, discuss solutions to mitigate the effects of the crisis, and prepare for a 'new normal.'

We have interviewed business owners and entrepreneurs from Colombia, Dominican Republic, Guatemala, Kenya, Myanmar, Nigeria, Pakistan, Rwanda, Senegal, Sri Lanka, Tanzania, Tunisia, Uganda, Vanuatu and Viet Nam.

**Learn** brand-new business impact data and unique analysis from our flagship SME Competitiveness Report: COVID-19: The Great Lockdown and its Impact on Small Business.

**Support** the call for action to help small businesses recover in the post-pandemic period from business leaders, chambers of commerce, sector associations, trade and investment support institutions, cooperatives, governments, and international organizations.

**Interact** through our live chat: a great opportunity for sharing experiences and for asking questions to speakers and experts.

**Watch** the webTV programme on [Facebook](#) and on Wednesday 24 June 2020 2pm-3.30pm Central European Time.

**Join** our social media campaign - assets are available at <https://trello.com/b/adnw7MYA/msme-day-2020>

**Share** with your partners, information on the event available on our dedicated [webpage](#)