



## THE GREAT LOCKDOWN AND ITS IMPACT ON SMALL BUSINESS

This year, the International Trade Centre and its partners marked **International Micro, Small and Medium-sized Enterprises Day** on 24 June 2020 with a webTV programme on how to mitigate the effects of COVID-19 on small businesses and prepare for the 'new normal'.

The webTV programme brought together stakeholders to discuss solutions to help small businesses recover in the post-pandemic period, focusing on the tourism, manufacturing, agribusiness and textiles and clothing sectors.

**WATCH & SHARE  
WITH PARTNERS:**

**UN Web TV**



# SPEAKERS



Dmitry Grozoubski  
Founder  
ExplainTrade



Marika de Peña  
Executive Director  
Banelino, Organic Fair Trade  
Farmer Cooperative  
Dominican Republic



Mariana Cobo  
Project Manager  
Corpocampo NGO  
Colombia



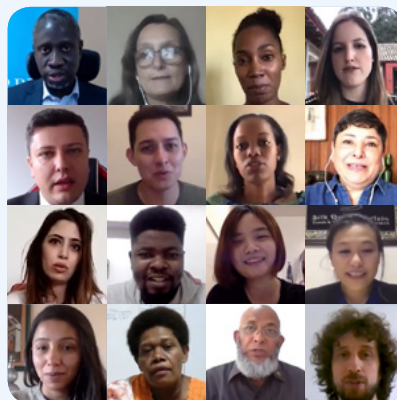
Ibrahima Diagne  
Managing Director  
Gainde 2000  
Senegal



Daniel Yu  
Founder  
Sokowatch  
Kenya



Amir Hamza, CEO  
Amimza  
Tanzania



Lysandra Chen  
Co-founder  
Bringo Fresh  
Uganda



Nguyen Thi Huong Lien  
Founder  
I Love Vietnam Tours  
Vietnam

16

## ENTREPRENEURS



Brian Pallas, CEO,  
Chairman & Founder  
Opportunity Network



Adeloye Olanrewaju  
Co-Founder and CEO  
Babymigo  
Nigeria



Lucrecia de González,  
Founder  
Casa Cotzal Guatemala



Andrea Puente  
Co-founder and CEO  
Panal Fresh  
Bolivia



Myat Su, Managing Director  
Silk Road to Asia Travel and Tours  
Myanmar



Aida Kerkeni  
Medical Doctor  
and designer  
Tunisia



Rosalie Vatu  
Bulvanua Arts & Handicrafts  
Co-operative Society  
Vanuatu



Priscilla Ruzibuka  
Founder  
Ki-pepeo Kids Clothing  
Rwanda



Fatima-Zohra Alaoui  
General Manager  
Association Marocaine  
des Industries du Textile  
et de l'Habillement



6

## BUSINESS SUPPORT ORGANIZATIONS



Guy M'Bengue  
CEO, APEX-Côte d'Ivoire



John W.H. Denton  
Secretary-General  
International Chamber of Commerce



Mounir Mouakhar  
President, Conférence  
Permanente des Chambres  
Consulaires Africaines  
et Francophones



Afua Asare  
CEO, Ghana Export  
Promotion Authority



Faeza Ibrahimsah  
Manager, Communications  
and International Cooperation  
The Mauritius Chamber of Commerce  
and Industry



Aziz Boolani  
CEO, Serena Hotels,  
South/Central Asia



Rika Jean-François,  
Commissioner, Corporate  
Social Responsibility  
ITB Berlin



5

## CORPORATE SECTOR



François Martins  
Head of Government Relations  
Brazil, MercadoLibre



Lavinia Muth  
CSR Manager  
Armedangels



Katherine Milligan  
Partner, Gender and Diversity  
Bamboo Capital Partners



Ratnakar Adhikari  
Executive Director  
Enhanced Integrated Framework



5

## INTERNATIONAL ORGANIZATIONS



Guy Ryder  
Director-General  
International Labour Organization



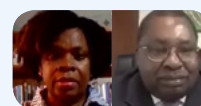
Dorothy Tembo  
Executive Director a.i.  
International Trade Centre



Tatiana Valovaya  
Director-General  
United Nations  
Office at Geneva



Natalia Bayona  
Senior Expert, Innovation  
and Digital Transformation  
United Nations  
Tourism Organization



2

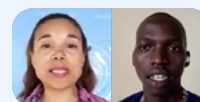
## INTERGOVERNMENTAL ORGANIZATIONS



Jacqueline Emmanuel Flood  
Director of Economic Affairs and  
Regional Integration, Commission  
Organisation of Eastern Caribbean  
States (OECS)



H.E. Ambassador  
Albert Muchanga  
Commissioner for Trade  
and Industry  
African Union



2

## MEDIA



Anna Wadda  
Assistant Director, Ministry of Trade,  
Industry, Regional Integration &  
Employment  
The Gambia



3

## MEMBER STATES



H.E. Ambassador José Luis Cancela  
Permanent Representative of Uruguay to the WTO,  
and Coordinator, Informal Working Group  
on MSMEs at the WTO



WTO Joint Initiative  
on MSMEs



Alexandre Epalle  
Director-General  
Economic Development,  
Research & Innovation  
State of Geneva



Catherine Fiankan-Bokonga  
Senior UN Correspondent  
Geneva



Victor Kiprop  
Journalist  
Kenya



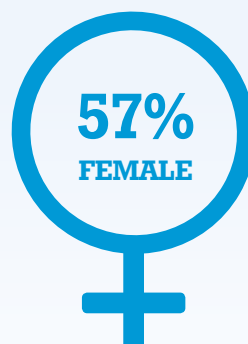
1

## MULTI-STAKEHOLDER INITIATIVE



Lisa Süß,  
Strategy and Partner  
Development  
Fair Wear Foundation

# REACH



**SWITZERLAND • FRANCE • KENYA • USA**  
**ENGLAND • PAKISTAN • THE GAMBIA**



**Liliana Monteiro de Sousa**  
Hello from El Salvador.



**Blessing Irabor**  
Thanks ITC.  
Awesome presentation 1



**Tianhui Zhong**  
Greetings from UNDP Brazil!



**Abdelfattah Bensammoud**  
greeting from UAE 1



**Rabaa Jafal**  
Thanks for good information and example



**Sayed Attia**  
Dear ITC, as a matter of fact , this event provided a comprehensive coverage about small business from different perspectives, regions and economic activities. 4



**Shabnam Balouch**  
ITC's 15 point action plan to support MSMEs is concrete and practical 2



**Shanti Chadha**  
Watching from Kathmandu. 1



# Partners

The programme to mark MSME Day 2020 was organized by the International Trade Centre and Seedstars, in partnership with the Informal Working Group on MSMEs at the World Trade Organization, the Enhanced Integrated Framework (EIF), and the Canton de Genève.

A webTV programme organized by



In partnership with



# Report

The 2020 edition of the International Trade Centre's flagship report **COVID-19: The Great Lockdown and its Effects on Small Business** served the discussion to illustrate the massive scale of the crisis and chart a way forward. The report analyses the impact of the pandemic on small firms, international supply chains and trade. It provides projections and recommendations on weathering the crisis – and how to prepare for a 'new normal' that must be resilient, digital, inclusive and sustainable.



# Acknowledgements

The International Trade Centre was fortunate to welcome a wide range of brilliant speakers from all continents. We would like to acknowledge all of them for contributing to a collective effort on best practices to support small businesses through the COVID-19 crisis.