Organization of American States

PROGRAM

IV INTER-AMERICAN DIALOGUE OF HIGH-LEVEL MSME AUTHORITIES

Public Policies to Enhance the Competitiveness, Innovation and Internationalization of MSMEs

With the financial support of the Government of Canada

April 16 - 17, 2015

OAS Headquarters, Washington, D.C.

Corner of 17th Street and Constitution Ave., N.W.
Hall of the Americas

FIRST DAY - **Thursday, April 16**

9:00-9:10 — **INTRODUCTION**

V. Sherry Tross, Executive Secretary for Integral Development, Organization of American States (OAS)

9:10-9:30 — **WELCOMING REMARKS**

José Miguel Insulza, Secretary General, Organization of American States (OAS)

9:30-12:15 — **PROMOTING AN ECOSYSTEM FOR ENTREPRENEURSHIP AND MSME DEVELOPMENT**

This session will examine public policy frameworks for promoting entrepreneurship and an environment where productive and innovative MSMEs can thrive.

Moderator: **Maryse Robert**, Director, Department of Economic Development, OAS

9:30-11:00

What an Entrepreneurship Ecosystem Actually Is

Daniel Isenberg, Professor of Entrepreneurship Practice, Babson Executive and Enterprise Education, and founding executive director of the Babson Entrepreneurship Ecosystem Project (BEEP), Babson College. Presentation / Video / Keynote

Supporting Place-Based Strategies for Promoting Entrepreneurship

Thomas Guevara, Deputy Assistant Secretary for Regional Affairs, Economic Development Administration, U.S. Department of Commerce. Presentation

A Key Component of the Ecosystem: Improving Access to Capital for Entrepreneurs and MSMEs and Stimulating the Venture Capital Industry

Michael Penfold, Director of Public Policy and Competitiveness, Development Bank of Latin America (CAF). Presentation

Creating the Entrepreneurship Ecosystem in Mexico: The Role of INADEM

Enrique Jacob Rocha, Presidente, Instituto Nacional de Emprendimiento (INADEM), México. Presentation / Video

Q&A and exchange among participants

11:00-11:15	**Coffee Break**
11:15-12:15	***Building Capacities that Markets Cannot Provide: The Role of Government in MSME Development*** **Maria Contreras-Sweet,** Administrator, U.S. Small Business Administration **Emma Hippolyte**, Minister of Commerce, Business Development, Investment and Consumer Affairs, Saint Lucia **Adriana Rueda Pérez**, Directora, Dirección Micro, Pequeña y Mediana Empresa, Colombia. Presentation *SICA EMPRENDE,* **Ignacio Méndez,** Viceministro de Fomento a las PYMES, Ministerio de Industria y Comercio, República Dominicana. Video Q & A and exchange among participants
12:15-14:30	**Lunch followed by:** **LINKING START-UPS AND TECHNOLOGY-BASED SMEs WITH HIGH-VALUE MARKETS: A Networking Pitch Session with Venture Capitalists** Special Guests: DC-ARCHANGELS – Coordinators: Dan Loague, Randall Reade and Juan E. Figueroa With the support of: YABT, Caribbean Export, ManizalesMás, ACE and TTCA
14:45-15:45	**FOSTERING MSME INNOVATION** This session will cover issues such as the role of innovation in a strategy for MSME competiveness and the need for specialized services for high impact small and medium-sized firms. *Moderator:* **César Parga**, Department of Economic Development, OAS ***Transfer of Technology and Specialized Services for High Impact SMEs*** This session will start with an overview of recent successful experiences in management, transfer and commercialization of technology in knowledge-intensive and high technology sectors based on collaboration among governments, enterprises, universities and non-governmental organizations. Presentation *The Experience of Chile* **Inti Núñez**, Gerente de Emprendimiento, Corporación de Fomento de la Producción (CORFO), Chile. Presentation *The Experience of Mexico and the Mexican Network of Technology Transfer Offices* **Silvia Patricia Mora Castro**, Directora de la Oficina de Transferencia de Tecnología del Tecnológico de Monterrey, México. Presentation ***The Experience of the United States*: Connecting Industry, Research Universities and High-Impact SMEs** **Franklin A. Carrero-Martínez,** Program Director, International Science and Engineering Office, National Science Foundation (NSF). Presentation **Jesus Soriano**, Program Director, SBIR/STTR, Engineering Directorate, National Science Foundation (NSF). Presentation

	Proof of Concept Centers: Accelerating the Commercialization of University Innovation **Rosibel Ochoa**, Executive Director, von Liebig Center for Entrepreneurism and Technology Advancement, Jacobs School of Engineering, University of California San Diego. Presentation Q & A and exchange among participants
15:45-16:00	**Coffee Break**
16:00-17:15	**FOSTERING MSME ENTREPRENEURSHIP: How to Build Successful Incubators/Accelerators?** This session will cover the key elements for successful incubators/accelerators based on lessons learned from replicable experiences in countries of the region. *Moderator*: **Gail Gillian-Bain**, President, Canadian Association of Business Incubation ***Key Elements for Successful Incubators*** **Ana Varela Greif**, Latin American contact for the US National Business Incubation Association (NBIA). Presentation ***Successful Experiences:*** *Uruguay*: INGENIO, **Rafael García Moreira**, Program Director, Montevideo. Presentation *Brazil:* Associação Nacional de Entidades Promotoras de Empreendimentos Inovadores (ANPROTEC), **Alexandre Steinbruch**, Gestor de Projetos. Presentation *International Incubators in Strategic Markets:* TechBA & TechPYME, **Guillermo Fernández**, CEO, FUMEC. Presentation Q & A and exchange among participants

SECOND DAY - **Friday, April 17**

9:00-10:15

THE CHALLENGE OF ACCESS TO FINANCE FOR MSMEs: Innovative Approaches

This session will analyze several experiences of successful public policies and programs for expanding access to finance for MSMEs. Innovative financing tools such as "crowdfunding" will be considered highlighting their potential as well as the challenges countries face to regulate them appropriately. The contribution of cooperatives will also be explored.

Moderator: **Inés Bustillo**, Director, UN Economic Commission for Latin America and the Caribbean (ECLAC) Office in Washington D.C.

Crowdfunding: Harnessing its Potential, Addressing its Risks

Richard Swart, Director of Research, University of California, Berkeley, Innovation in Entrepreneurial and Social Finance Program. Presentation

Expanding Support for SMES through Alternative Financial Instruments

Alejandro Soriano, Senior Executive, SME Division, Development Bank of Latin America (CAF). Presentation

Cooperatives: Addressing the Financial Needs of the MSME Sector

Gilles Bernard, Vice-président Performance et Innovation, Desjardins, Canada. Presentation

Q & A and exchange among participants

10:15-10:30 **Coffee Break**

10:30-11:30

INTERNATIONALIZATION OF MSMEs: Challenges, Opportunities and Public Policy Implications

This session will discuss de factors that have an impact on the internationalization of MSMEs and will examine some recent developments, such as global value chains and on-line information platforms, which influence the way these enterprises participate in the global markets.

The Internationalization of MSMEs in Latin America and the Caribbean: Current Situation and the Contribution of ConnectAmericas

Christian Volpe Martincus, Lead Economist, Integration and Trade Sector, Inter-American Development Bank (IADB). Presentation

Global Value Chains: Opening Opportunities for MSMEs

Global value chains have opened new market opportunities for MSMEs. This session will explore the conditions that determine the successful participation of MSMEs in global value chains and public policy answers to the challenges these enterprises face in this context.

Moderator: **Christian Volpe Martincus**, Lead Economist, Integration and Trade Sector, Inter-American Development Bank (IADB)

Anabel González, Senior Director, Global Practice on Trade and Competitiveness, World Bank

Gary Gereffi, Director, Center on Globalization, Governance & Competitiveness at the Social Science Research Institute, Duke University

Nanno Mulder, Economic Affairs Officer, International Trade and Integration Division, ECLAC

11:30-12:30 **MSME SUPPORT INSTITUTIONS AND HORIZONTAL COOPERATION EXPERIENCES**

This session will address progress achieved in strengthening institutions that support business development, including through public-private-academia partnerships, and innovative models of bilateral and triangular cooperation. Topics to be covered: What is the value of alliances for governments in terms of budget and expanded coverage of services for MSMEs? What tools have countries developed under this approach? How has the MSMEs legal framework dealt with the institutionalization of these alliances? What is the importance of involving academia?

Moderator: **Ingrid Figueroa**, Directora Ejecutiva, Centro Regional de Promoción de la MIPYME (CENPROMYPE)

Sigfrido Lee, Viceministro de Desarrollo de la MIPYME, Ministerio de Economía, Guatemala. Presentation

Melanie Gideon, General Manager, Enterprise & Innovation Division, BELTRAIDE, Belize. Presentation

Bernardo Troncoso, Director Nacional, SERCOTEC, Chile. Presentation

An Innovative Model of South-South Cooperation in Mesoamérica, **Claudia Patricia Rivero Medina**, Coordinadora del Programa Regional de Cooperación con Mesoamérica, Agencia Presidencial de Cooperación Internacional (APC), Colombia. Presentation

12:30-12:45 **AMERICAS COMPETITIVENESS EXCHANGE ON INNOVATION AND ENTREPRENEURSHIP (ACE): Promoting Win-Win Public-Private Partnerships**

Matt Erskine, Deputy Assistant Secretary for Economic Development, Economic Development Administration, U.S. Department of Commerce

12:45-13:30 **DIALOGUE OF AUTHORITIES:**

Following a summary of the conclusions of the different sessions, participating authorities will have the opportunity to continue the exchange information on the efforts of their countries to support MSME development and the challenges they face going forward. Based on this dialogue, elements for a Plan of Action to Promote MSME Competitiveness, Innovation and Internationalization will be identified, including horizontal cooperation initiatives.

Moderator: **Maryse Robert**, Director, Department of Economic Development, OAS

13:30-15:00 **CLOSING CEREMONY AND RECEPTION**