

AGENDA

FIRST DAY: **MONDAY, NOVEMBER 1, 2010**

8:30	Registration
9:00-9:45	Welcome Ricardo Domínguez, Chief of Staff of the Secretary General of the Organization of American States (OAS) Carlos Garza, General Director, Export Department, Ministry of Economy, Mexico Nathan Wolf, General Director, International Economic Promotion, Ministry of Foreign Affairs, Mexico
9:45-11:00	Workshop on "Mexico's Experiences on MSMEs Competitiveness Support" Moderator: Oscar Maúrtua de Romaña, Representative of the OAS in Mexico <ul style="list-style-type: none">• Tu Empresa Program Felipe Duarte Olvera, Undersecretary for Competitiveness and Standards, Ministry of Economy, Mexico• SME Innovation Program Jorge Amigo Castañeda, General Director, Mexican Industrial Property Institute (IMPI), Mexico Q&As
11:00-11:15	Coffee Break
11:15-13:00	Moderator: Gisela Vergara, Senior Specialist, Department of Economic Development, Trade and Tourism, OAS <ul style="list-style-type: none">• UNDP Competitiveness Programs in Mexico: Supplier Development Program (PDP) Ricardo Bisso, Senior Advisor on Competitiveness and Productive Innovation, UNDP Mexico• Socially Responsible Green Businesses Isabel Studer, Director, Center for Dialogue and Analysis on North America, Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM), Mexico Q &As
13:00-15:00	Lunch with Mexico's federal and state authorities that provide support to SMEs and with academia and private sector representatives Venue: Casa Montejo
15:00-17:00	Workshop: Korea and Italy's Experiences on SMEs Competitiveness Moderator: Jorge Saggiante, Director, Department of Economic Development, Trade and Tourism, OAS <ul style="list-style-type: none">• Policies for Enhancing Korean SMEs Competitiveness Yoo Soo Hong, Director, Institute for Global Innovation Economy (IGIE), Korea• Innovation and ICTs for SME Competitiveness in Italy Bruno Riccò, Founder and President, Business Incubator and Technology Transfer Laboratory, University of Bologna, Italy

17:00-18:00	Guided visit to the Exhibit of the National SME Week
19:00-20:00	Welcome Reception (Cocktail) offered by the Mexican Ministry of Economy and The Mexican Council for Quality Regulation of Mezcal Venue: Pabellón de Oferta Exportable
SECOND DAY: TUESDAY, NOVEMBER 2, 2010	
9:00-10:45	<p>MSME COMPETITIVENESS: PUBLIC POLICIES, INSTITUTIONAL MODELS AND IMPACT ANALYSIS</p> <p><i>Moderator:</i> Martin Chrisney, Senior Private Sector Specialist, Inter-American Development Bank (IDB)</p> <p><i>Speakers:</i> Víctor Sandoval Rivera, Director General Adjunto de Información Empresarial, Secretaría de Economía, México Horacio Roura, Secretary, Small and Medium Enterprise and Regional Development Secretariat (SEPYME), Ministry of Industry, Argentina Hernán Cheyre, Executive Vice President, CORFO, Chile José Luis Uriarte, General Manager, SERCOTEC, Chile</p>
10:45-11:00	<p>Presentations on the work of these institutions will emphasize those issues most relevant for the competitiveness of the sector such as: entrepreneurship, formalization, public registry and financing.</p> <p>Coffee Break</p>
11:00-13:00	<p>INNOVATION, ICTs AND PRODUCTIVITY</p> <ul style="list-style-type: none"> ○ Public Policies for Innovation ○ Encouraging MSME innovation ○ Design and implementation of incentives for creativity and innovation ○ Collaboration between governments, enterprises, universities and non-governmental organizations ○ Improving the capacity for the management, transfer and commercialization of technology ○ Information and Communication Technologies (ICTs) <p><i>Speakers:</i> <i>Introduction:</i> Mayi Antillón, Minister of Economy, Industry and Trade, Costa Rica Eduardo Bitrán, Former President of the National Innovation Council for Competitiveness, Chile Robert T. Sienkiewicz, Senior Policy Advisor, Office of Innovation and Entrepreneurship, Department of Commerce, United States Dr. Sergio Medeiros Paulino de Carvalho, Director, Department of Technological Information, National Institute of Industrial Property (INPI), Brazil Rodolfo Silveira, Director, National Agency of Research and Innovation, Uruguay</p>
13:00-14:30	<p>Lunch Venue: Casa Montejo</p>
14:30-16:00	<p>INTERNATIONALIZATION OF SMEs</p> <ul style="list-style-type: none"> ○ Public Policies to Promote SME Participation in External Markets ○ Association modalities ○ Clusters, linkages and participation in global value chains ○ Using intellectual property instruments to take advantage of the intangible value of products and services

	<p><i>Moderator:</i> Maryse Robert, Chief, Office of Trade, Department of Economic Development, Trade and Tourism, OAS</p> <p><i>Speakers:</i> Alicia Frohmann, OAS Consultant and Former Director of ProChile, Chile Matias Urrutigoity, Senior Trade Promotion Officer, Office for Latin America and the Caribbean, International Trade Centre, Geneva, Switzerland Luz Maria de la Mora, LMM Consulting, Mexico</p>
<p>16:00-17:30</p>	<p>DIALOGUE OF AUTHORITIES: ELEMENTS FOR AN MSME COMPETITIVENESS AGENDA</p> <p><i>Moderator:</i> Jorge Saggiante, Department of Economic Development, Trade and Tourism, OAS</p> <p><i>Discussants:</i></p> <p>Andrés van der Horst, Minister and Director of the National Competitiveness Center, Dominican Republic, and Co-Chair of the Inter-American Competitiveness Network Antonio Leone, Executive Coordinator, Management Unit, IBERPYME</p> <p>*Interpretation will be available for those who require the service.</p> <p>*Lunch is included both days of the meeting.</p>

