

FIRST DAY: MONDAY, SEPTEMBER 10

9:00-9:30

WELCOMING REMARKS

Alfonso Quiñónez

Secretary for External Relations
Organization of American States (OAS)

9:30-13:00

FOSTERING MSME INNOVATION

11:00-11:30
(Coffee Break)

This session will address public policies aimed at fostering MSME innovation, considering a broad meaning of the concept of innovation such as the introduction of a new or improved good or service, process, commercialization method and organizational system.

Among the topics to be discussed:

- The new role of entrepreneurship, SMEs in innovation and public programs supporting this sector
- Clusters of knowledge-intensive and high technology sectors
- Collaboration among governments, enterprises, universities and non-governmental organizations
- Management, transfer and commercialization of technology
- Intellectual property as a strategy for growth and competitiveness for SMEs, including issues such as development and design of new products and services, commercialization, and export or business expansion through the use of licenses or franchises
- Information and Communication Technologies (ICTs) including the use of social networks to achieve the goal of more innovative and competitive SMEs

Moderator: **César Parga**, Department of Economic Development, Trade and Tourism, OAS

Speakers:

Camilo Montes, Director, Micro, Small and Medium Enterprise, Ministry of Trade, Industry and Tourism, Colombia

- [Promoviendo la capacidad de innovación Libertad y Orden de la mipyme](#)

Luis Alonso Jiménez Silva, Director, PROINNOVA, University of Costa Rica

- [EXPERIENCIA PROINNOVA-UCR entre VENUS y MARTE](#)

Ezequiel Tacsir, Specialist, Competitiveness and Innovation Division, Inter-American Development Bank (IDB)

- [Mejores instituciones para el desarrollo productivo y la innovación](#)

	<p>Cardinal Warde, Ph.D., Caribbean Science Foundation, Massachusetts Institute of Technology (MIT) - SCIENCE AND ENGINEERING ENTREPRENEURSHIP DEVELOPMENT (SEED) FUND</p> <p>Alan B. Bennett, Ph.D., Executive Director, PIPRA, UC-Davis - LINKING PUBLIC RESEARCH TO INNOVATION FOR REGIONAL ECONOMIC DEVELOPMENT</p> <p>Rita Pinheiro Machado, Coordenadora-Geral de Ação Regional – CGAR, Diretoria de Cooperação para o Desenvolvimento (DICOD), Instituto Brasileño de la Propiedad Industrial (INPI) - Intellectual Property as a Tool to Leverage the Competitiveness of Micro, Small and Medium Size Enterprises in Brazil</p>
<p>13:00-14:30</p>	<p>Lunch</p>
<p>14:30-17:00</p>	<p>THE CHALLENGE OF ACCESS TO FINANCE FOR MSMEs: Innovative Approaches</p> <p>Although Latin America and the Caribbean have performed better than other regions during the recent global financial crisis, the traditional obstacles that MSMEs face in terms of access to finance persist and in some cases have worsened. This session will analyze several experiences of successful public policies for expanding access to finance for MSMEs, both in the region and the rest of the world, including aspects related to the institutional, legal, tax and regulatory framework. This session will also concentrate on traditional MSMEs as well as fast growing technological MSMEs.</p> <p>Among the topics to be discussed:</p> <ul style="list-style-type: none"> • Innovative financing tools • Direct credits and guarantee systems, including secured transactions reform • Innovative banking service systems (cell phone banking and other forms of inclusive banking) • New guarantee instruments such as asset leverage using intellectual property <p><i>Moderator:</i> Theresa Wetter, Department of Economic Development, Trade and Tourism, OAS</p> <p>Speakers:</p> <p>Marco Kamiya, Competitiveness and Public Policy Department, Development Bank of Latin America (CAF) - Financing Challenges of SMEs and New Firms in Latin America</p>

Bailey Klinger, Director, Entrepreneurial Finance Lab (EFL), Senior Research Fellow at Harvard's Center for International Development and Director of the Center's Entrepreneurial Finance Lab Research Initiative

- [The Test of Entrepreneurship: Revolutionizing SME Finance](#)

Laura Dawson, President, Dawson Strategic, Ottawa, Canada

- [How bank loans help MSMEs grow](#)

Charles Shapiro, President, Institute of the Americas

Gary W. Colyar, Managing Director, Customized Loan Portfolios and Enterprise Development Network, Overseas Private Investment Corporation (OPIC)

- [Overseas Private Investment Corporation's Enterprise Development Network](#)

Sergio Avilés, Coordinator, MSME Unit, CABEI

- [Instrumentos Financieros del BCIE para apoyar a la MIPYME](#)

SECOND DAY: TUESDAY, SEPTEMBER 11

9:00-
11:00

INTERNATIONALIZATION OF MSMEs:

Opportunities for Micro, Small and Medium-Sized Enterprises through Global Value Chains

This section will analyze the recent development of the global value chains (GVCs), their opportunities for innovative and competitive MSMEs, and the factors that facilitate MSME participation in GVCs, considering policies promoting this development. The session will include presentations on the GVC phenomenon and its implications for MSMEs in Latin America and the Caribbean, as well as case studies with different levels of achievement in order to derive some policy lessons.

Moderator: **Sherry Stephenson**, Senior Advisor for Services Trade, Executive Secretariat for Integral Development, OAS

Speakers:

Global Value Chains: Opportunities for Latin American and Caribbean MSMEs
Karina Fernandez-Stark, Senior Research Analyst, Center on Globalization, Governance & Competitiveness, Duke University

- [Inserción de las PyMEs en las Cadenas Globales de Valor](#)

Sonia Lehmann, German Cooperation Agency (GIZ) Ecuador

- [CGV y PYMES en LAC: Situación Actual y Perspectivas](#)

Cases

Panama: **Hugh Donald Ratliff**, Regents Professor and Executive Director, Supply Chain and Logistics Institute, Georgia Institute of Technology

- [Making Logistics a National Priority for Panama Enabling SME Participation](#)

Argentina: **Juan Carlos Hallak**, Universidad de San Andrés, CONICET & NBER

- [Insertion of Argentine Firms in Global Value Chains Not Oriented to the Mass](#)

	Market: The Cases of High-End Footwear and The Basso Group
11:00-11:30	Coffee Break
11:30-13:00	<p>PUBLIC POLICIES, SUPPORT INSTITUTIONS FOR THE DEVELOPMENT OF MSMEs AND HORIZONTAL COOPERATION EXPERIENCES</p> <p>This session will examine successful institutional models for MSME support, the experiences of adaptation of these models to other countries of the region such as the U.S. Small Business Development Centers (SBDCs) and other experiences such as <i>Comunidad Mipyme</i>, among others.</p> <ul style="list-style-type: none"> • <i>Comunidad Mipyme</i>: is a virtual platform with the aim of exchanging information on instruments to support MSMEs. It is led by Argentina, Chile and Brazil • The process of adapting the SBDC model in Mexico, Central America, the Caribbean and other Latin American countries • Successful cases of support to MSMEs (businesswomen and groups in situations of vulnerability) <p><i>Moderator: Maryse Robert</i>, Director, Department of Economic Development, Trade and Tourism, OAS</p> <p>Speakers:</p> <p>Ingrid Figueroa de Santamaría, Executive Secretary, CENPROMYPE - Políticas Públicas, Institucionalidad de apoyo al desarrollo de la Mipyme y experiencias de cooperación horizontal</p> <p>Luis Alvarez Soto, Economy, Industry and Trade Vice Minister, Costa Rica - CREAPYME: un modelo de atención en alianzas público-privado</p> <p>Carlos Gunther Laínez, MSME Vice Minister, Ministry of Industry and Trade, Honduras - Construyendo una visión conjunta de atención a la Mipyme Hondureña</p> <p>Ileana Rogel, Executive Director CONAMYPE, Ministry of Economy, El Salvador - Políticas Públicas, Institucionalidad de apoyo al desarrollo de la MIPYME y Experiencias de Cooperación Horizontal</p> <p>Reginald Budhan, Permanent Secretary, Ministry of Industry, Investment and Commerce, Jamaica - Jamaica's Policies and Programmes to Assist MSMES</p> <p>José Luis Uriarte, National Director, SERCOTEC, Chile - Principales Reformas pro PYME</p>

13:00-15:00	Lunch
15:00-15:45	<p>PUBLIC POLICIES, SUPPORT INSTITUTIONS FOR THE DEVELOPMENT OF MSMEs AND HORIZONTAL COOPERATION EXPERIENCES (Cont.)</p> <p>Roberto Simões, President, Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (SEBRAE) National Board - SEBRAE</p> <p>Vinicius Lages, Manager, SEBRAE International Affairs Unit - SEBRAE</p> <p>Bruno Quick, Manager, SEBRAE Public Policy Unit, Brazil - SEBRAE</p> <p>Robert McKinley, Associate Vice President for Economic Development, University of Texas, San Antonio - ¿Cómo realizar una Red Inter-Americana de Desarrollo Empresarial?</p> <p>Matthew M. Rooney, Deputy Assistant Secretary, Western Hemisphere Affairs, U.S. Department of State - Small Business Network of the Americas</p> <p>DIALOGUE OF AUTHORITIES: Elements for a Plan of Action to Promote MSME Competitiveness, Innovation and Internationalization</p>
15:45-16:45	
16:45-17:00	CLOSING CEREMONY
17:00-18:30	<p>Reception hosted by ASBDC and UTSA Attendees: OAS Meeting participants, SBDC State Directors, International Trade Center Directors from across the U.S., government authorities from the Small Business Administration (SBA), the U.S. State Department, U.S. Trade Representative, the American Council on Higher Education and other stakeholders.</p>