



MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES DAY

27 June 2018, 17:00-20:00, ITC headquarters

Join us on Wednesday, 27 June to celebrate Micro, Small and Medium-Sized Enterprises (MSMEs) Day. The theme is the 'The Youth Dimension'. It will be an occasion to recognize the important role MSMEs play in creating jobs for youth and the prospects and challenges in youth entrepreneurship. The event will also highlight how MSMEs contribute to the United Nations 2030 Agenda for Sustainable Development.

17:00-18:30 Connecting youth to business

Welcome	Ashish Shah , Director, Division of Country Programmes, International Trade Centre
Interaction	<p><u>MSMEs of tomorrow:</u></p> <p>Vic van Vuuren, Director, Enterprises Department, International Labour Organization</p> <p><u>From a start-up to a brand:</u></p> <p>Florentine Baron, Director of Strategy, M&C Saatchi</p> <p><u>Connecting to markets:</u></p> <p>Marc Göhring, Digital Communication Manager, Mirabaud & Cie</p> <p><u>Youth entrepreneurship:</u></p> <p>Svetlana Kiseleva, Co-Founder and Chief Marketing Officer, Plair</p> <p>André Abreu, Co-Founder and Chief Executive Officer, Alaya</p> <p>Moderator: Katja Schaer, Journalist, Radio Television Suisse</p>
Closing remarks	<p>Alexandra Rys, Head of Communications, Geneva Chamber of Commerce, Industry and Services</p> <p>Nicholas Niggli, Director General, Economic Development, Research & Innovation at Republic and State of Geneva</p>

18:30-20:00 Cocktail with music

R.S.V.P. to nalexander@intracen.org by 23 June 2018

Registrations are accepted on a first-come, first-served basis.

Venue: International Trade Centre, 54-56 rue de Montbrillant, Geneva

Biographies

Ashish Shah, Director, Division of Country Programmes, ITC

Ashish Shah is a member of ITC's Senior Management. He has been working at ITC for 18 years in different capacities and currently serves as Director, Division of Country Programmes. At ITC he has worked in many different capacities and also served as Acting Deputy Executive Director. Previously he worked at the International Labour Office and at UNCTAD in Geneva. He has more than 25 years of experience in the field of trade promotion and development. He has been leading the development and implementation of trade-related projects and spearheading ITC's resource mobilization efforts with key donors. Ashish holds a PhD in Economics.

Vic van Vuuren, Director, Enterprises Department, International Labour Organization (ILO)

Vic Van Vuuren oversees a large portfolio of programmes ranging from multinational enterprises, MSMEs, cooperatives and social and solidarity economy enterprises, and social finance and greening of enterprises. He joined the ILO in 2009 as the Director of the ILO Decent Work Team for Southern and Eastern Africa. Prior to joining the ILO, he was the Chief Operations Officer at Business Unity South Africa and representative for business at the South African Economic, Development and Labour Council (Nedlac). In this capacity he was also the employer member of the ILO Governing Body.

Florentine Baron, Director of Strategy, M&C Saatchi

Florentine passionately develops her client's brands via several channels such as social media and advertising. She started her career in one of the biggest Parisian agencies, DDB Paris, and then moved to Geneva where she first joined Young & Rubicam and then M&C Saatchi. Her clients came from almost all sectors including fast-moving consumer goods, banking and health. Some were giants from the old world such as Nestlé and Unilever and some were starting their own business. Florentine always seeks for simplicity, efficiency and consistency when advising on branding, and focuses on her client's needs.

Svetlana Kiseleva, Co-Founder and Chief Marketing Officer, Plair

Svetlana Kiseleva is a co-founder of Plair SA, a Geneva-based company that provides solutions for real-time allergen and pathogen detection, where she is responsible for business development and marketing. Under her leadership, Plair has expanded its customer base from Switzerland to many European countries. Svetlana holds a PhD in applied physics from the University of Geneva, Switzerland. Prior to this, she acquired a degree in nanotechnology from the Physics department at Lomonosov Moscow State University.

André Abreu, Co-Founder and Chief Executive Officer, Alaya

André Abreu was born and raised in Brazil and is Swiss and Brazilian. After studying International Relations and Business Management, he worked seven years in human resources in Switzerland and Singapore. In 2016 he created

the social enterprise Hope it up in Geneva. His company later merged with Share A Dream to become Alaya. Through its digital platform, Alaya connects non-profit organizations around the world to companies and their employees, giving people the opportunity to create social impact in their community through specific employee volunteering and corporate giving programs.

Alexandra Rys, Head of Communications, Geneva Chamber of Commerce, Industry and Services

As Head of communications at the Geneva Chamber of Commerce, Alexandra Rys is in charge of delivering information to the Chamber's 2500 members and, more generally, to the local community, as well as organising a variety of events which help create business opportunities. Before joining the Chamber in 2012, Alexandra was the owner of a PR agency. Besides her professional activities, Alexandra Rys was on the municipal council of the City of Geneva, between 1999 and 2015, and chaired it in 2011-2012.

Nicholas Niggli, Director General, Economic Development, Research & Innovation at Republic and State of Geneva

Nicholas Niggli identifies opportunities strengthening Geneva's economic ecosystem, positioning it to benefit from the opportunities of the digital age and from the emergence of sustainable development economics. He works on building bridges between Geneva's clusters and its unparalleled network of governance actors, takes steps to strengthen Geneva's unique selling point and reinforces the links between economic development and research, creating conditions favouring entrepreneurship, the emergence of sources of growth as well as innovation. Since 2012, Nicholas has been lecturing at the Graduate Institute of International & Development Studies, Geneva, and he has been a guest lecturer on international trade, procurement, governance and Brexit in other academic institutions across Europe. Before joining the Republic and State of Geneva, Nicholas worked for 15 years as a senior Swiss diplomat.



