

# Next Generation of tools and programmes for chambers, SMEs and entrepreneurs:

From IP to market access and cross border trade

**13WCC side-event – Geneva, June 20<sup>th</sup> 2023**

Businesses around the world are navigating a highly competitive global trading environment. They are also impacted by lingering geo-political and trade tensions including constantly evolving sanctions and trade restrictions, increasing prices of inputs, supply chain disruptions and relocation. According to an [EY survey](#) on supply chain management last year, over half of the firms surveyed were planning to expand their operations in at least one new country in the coming 24 months.

To be successful in this globalized environment of supply chain shortening and relocation, Chambers, Business Support Organizations (BSO), government agencies and firms themselves need access to reliable and robust information, to harness targeted support through available programmes, and to benefit from continuous training in the latest entrepreneurship strategies at local and regional centres of entrepreneurship.

## Objectives:

BSOs are critical actors in an ecosystem of business support, categorized by the formal and informal connections among service providers that recognises and takes advantage of shared objectives and complementary strengths. BSOs, such as Chambers of Commerce, provide the knowledge, the networks, and the credibility to help business take informed decisions to expand and internationalise.

This side-event aims to help Chambers, firms, and Business Support Organizations (BSOs) to assess their performance and access timely trade intelligence, through selected digital platforms, tools and mechanisms developed by ITC, WTO, WIPO and ICC through the Centre of Entrepreneurship (CoE). These tools as resources can help create stronger, bolder and more competitive businesses, resulting in improved access to global value chains, an increase in investment attractiveness and foster inclusive economic growth.

Participants will learn how to:

- Access digital tools for small businesses and entrepreneurs to identify and compare opportunities across the world
- Measure and keep track of organizational performance and MSME client competitiveness
- Diagnose the intellectual property (IP) situation of businesses
- Connect with a local centre of entrepreneurship to build further expertise.

## Targeted participants:

This session is designed for both technical staff and leadership from Centres of Entrepreneurship, National Chambers of Commerce and Industry, Ministries of Commerce and Industry, SME capacity building organizations, sector association, business associations, incubators and any other business support organizations present in Geneva for the 13<sup>th</sup> World Chambers Congress.

## Agenda:

**Venue :** Nations Business Centre, Rue du Pré-de-la-Bichette 1, 1201 Genève.

09:00-09:15	<b>Opening</b> <b>Matthew Wilson</b> , Permanent Representative and Ambassador of the Permanent Mission of Barbados to the United Nations Office and other International Organisations in Geneva <b>Todd Letts</b> , Vice-Chair, World Chambers Federation representative and Chief Executive Officer Brampton Board of Trade
09:15-10:15	<b>Trade intelligence tools for small businesses</b> <b>Anna Jankowska Eriksson</b> , Programme Officer, International Trade Centre (ITC) <b>Kathryn Lundquist</b> , Economic Affairs Officer, World Trade Organization
10:15-11:00	<b>Intellectual property for business competitiveness and using IP Diagnostics</b> <b>Tamara Nanayakkara</b> , Counsellor, World Intellectual Property Organization
11:00-11:30	<b>Business intelligence for effective service delivery</b> <b>Valentina Rollo</b> , Economist, ITC
11:30-12:30*	<b>ITC Benchmarking for Trade, linking BSO performance and SME competitiveness</b> <b>Andrea Santoni</b> , Programme Officer, ITC <b>Leonardo Iebra</b> , Senior Business Development Officer, ITC
12:30-13:30	<b>Supporting Entrepreneurs Worldwide through the ICC Centres of Entrepreneurship</b> <b>Catherine Foster</b> , Global Lead of the ICC Centres of Entrepreneurship, ICC <b>Ullas Marar</b> , Global Programme Manager of the ICC Centres of Entrepreneurship, ICC <b>Sebastian Ferrari</b> , Hub Coordinator, CoE Buenos Aires <b>Virginia Waruingi</b> , Hub Coordinator, CoE Nairobi
13:30	<b>Lunch and networking</b>

**Registration:** Participants can register at [ITC Events \(intracen.org\)](https://intracen.org).

**Contact:** For more information please contact [info@globaltradehelpdesk.org](mailto:info@globaltradehelpdesk.org)

\* Participants willing to attend the Business Programme organised by CCIG (see programme [here](#)) will have the opportunity to leave the event after this session in order to make it on time.