



GENEVE & FRIBOURG

ENTREPRENEURSHIP FORUM

FRIBOURG, SWITZERLAND

JUNE JUNE
26 – 29

Hes·so



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT



MSME
DAY
2024

MESSAGE FROM THE CHAIR



As the conference chair of the Geneve/Fribourg Entrepreneurship Forum, I am excited to announce that we are heading to the heart of Europe - Switzerland, this year. Ranked as one of the world's most inventive countries, Switzerland's prominence in country competitiveness is unparalleled. Its saga is steeped in groundbreaking political governance, impressive neutrality, creative entrepreneurship, and an unwavering emphasis on education – a story that indelibly marks its people and its place in the world.

Our Swiss sojourn will unfold at two iconic locations – the esteemed United Nations in Geneva and the School of Management Fribourg (HEG-FR) in Fribourg, nestled close to the capital city, Berne. These destinations encapsulate the classic European charm, deftly blending the old with the new, tradition with innovation, and do so against a backdrop of intrinsic beauty, untouched by time. Here in Geneva and Fribourg, we will explore the tapestry of innovation, culture, history, gastronomy, and breathtaking natural wonders.

HEG-FR, a distinguished institution with a strong entrepreneurship, SMEs, and sustainability ethos, affords us an incomparable platform to engage with a dynamic ecosystem encompassing entrepreneurs, policymakers, academics, and future generations.

The conference is designed to foster dialogue, foster new friendships, and catalyze the sharing of research and practical experiences.

Our inaugural forum aims to stimulate spirited and friendly discourse amongst participants from diverse international backgrounds and entrepreneurship and SME research fields. To align with the theme, we have curated a lineup of keynote speakers who will shed light on the future of entrepreneurship and the pivotal role of MSMEs in shaping our global society.

Our rendezvous begins with a warm welcome reception on Wednesday, June 26, 2024. The official conference sessions commence for most participants on Thursday, June 27, 2024, at the ILO and UN in Geneva. The subsequent day's agenda is filled with comprehensive research workshops, teaching cases, competitive sessions, and the unveiling of the GEM Switzerland report at the HEG-FR. We end our academic journey with a lively barbecue in the quaint old town of Fribourg.

Please refer to the Geneve/Fribourg Entrepreneurship Forum website (www.geneveforum.org) for detailed information about travel and accommodation. Please make your reservations well in advance, as Fribourg is a much-favored travel destination during the summer.

On behalf of the entire organizing team, I extend a cordial invitation for you to partake in this stimulating academic exchange. I eagerly anticipate welcoming each one of you to Switzerland.

Yours sincerely,

Prof. Rico J. Baldegger,
Conference Chair
Dean and Professor of Strategy, Innovation, and Entrepreneurship, School of Management Fribourg

MESSAGE FROM PRESIDENT & CEO AYMAN ELTARABISHY

Dear Forum Guests,

With immense pleasure and anticipation, we welcome you to the Geneva/Fribourg Entrepreneurship Forum 2024, which will be hosted in the vibrant cities of Fribourg and Geneva, Switzerland, from June 26 to June 29. Collaborating with The School of Management Fribourg HEG-FR, this forum invites businessmen, small business owners, legislators, researchers, educators, and representatives from various sectors worldwide to foster creativity and innovative ideas.

Drawing inspiration from our impactful event in Baku, Azerbaijan, in 2023 and building on the success of our gathering in South Korea, we stand united and committed to nurturing even stronger connections within the SME community amidst the evolving global landscape. The lessons of the past four years have illuminated the importance of resilience, adaptability, and innovation—qualities quintessentially represented by SMEs.

This year's theme, Human-Centered Impact: Advancing the UN SDGs through MSMEs, underscores our commitment to sustainable development. The forum promises to bring together some of the most creative and influential leaders from business, policy, academia, and youth. Our focus on creativity and innovation is deeply rooted in our belief that MSMEs are pivotal to sustainable economic development, especially in these trying times where unity and collective work are paramount for forging a brighter future.

We are also excited to announce that our MSMEs Day will be held for the first time at the International Labour Organization (ILO) and the United Nations (UN) in Geneva. This historic occasion highlights the significance of MSMEs in advancing the UN Sustainable Development Goals (SDGs).



Together, let's embark on this new chapter in Fribourg, contributing to, learning from, and being inspired by the global MSME community. Your presence and participation are immensely valued as we navigate discussions, share insights, and construct a resilient and innovative pathway forward.

We look forward to making the Geneva/Fribourg Entrepreneurship Forum 2024 a reservoir of knowledge, innovation, and collaborative success, shaping a prosperous future for MSMEs worldwide.

My special thanks go to my colleague, Dr. Rico Baldegger, for his dedication and vision—he is a true partner.

Best Wishes,
Dr. Ayman ElTarabishy
President & CEO, ICSB

SCHEDULE OF EVENTS

JUNE 26

- Arrival Day
- Sight-Seeing in the Fribourg area
- 5:30 pm Opening Reception at the Hockey stadium BCF Arena



JUNE 27

*Human-Centered Impact:
Advancing the UN SDGs
through MSMEs*

ILO & IOE - Governing Body Room
UN Palais des Nations: Room XVII

- Departure to the ILO at 7 am from designated hotels at Fribourg
- 10.00 am - 1.15 pm ILO
- 1.15 pm - 2.15 Lunch Break
- 3.00 pm - 6.00 pm UN Palais des Nations
- 6.15 pm - 8.15 pm Reception Vieux Bois





JUNE 27 - MORNING

International Labour Organization (ILO) & International Organisation of Employers (IOE) - Governing Body Room

10:00 AM - 10:05 AM: WELCOMING REMARKS

10:05 AM - 10:45 AM: OFFICIAL OPENING FOR MSME DAY

Session Chair: Dr. Ayman ElTarabishy, CEO & President, ICSB

Distinguished Speakers:

- H.E. Ambassador Jung Sung Park, Deputy Permanent Representative of the Republic of Korea in Geneva
- H.E. Ambassador Matthew Wilson, Permanent Representative of Barbados to the United Nations Office in Geneva
- Dragan Radic, Chief-Micro, Small and Medium-Sized Branch (MSME) Sustainable Enterprises, Productivity, and Just Transition Department, ILO
- Akustina Morni, Director of Policy, International Organization of Employers, IOE
- Ki-Chan Kim, Chair of the Board, International Council for Small Business (ICSB)





JUNE 27 - MORNING

International Labour Organization (ILO) & International Organisation of Employers (IOE) - Governing Body Room

10:45 AM - 11:30 AM: THE GLOBAL IMPACT OF MSMEs FOR A BETTER WORLD

Session Chair: Dr. Rico Baldegger, Dean and Professor, School of Management Fribourg

Speakers:

- H.E. Martin Garcia Moritan, Ambassador to Uruguay, The Republic of Argentina
- Perrine de le Court, Director Ashoka, Belgium
- Nigist Goytom, Founder and CEO of Ha Hu, Switzerland
- Roland Decorvet, Founder and Chairman, Alpha Seeds, Congo, Switzerland
- Chang-Jae Shin, Chairman & CEO of KYOBO Life Insurance, S. Korea

11:30 AM - 12:15 PM: WOMEN IN BUSINESS - OPPORTUNITIES FOR IMPACT

Session Chair: Ms. Analia Pastran, ICSB Boimard Member, Argentina

Speakers:

- Katia Passerini, Provost and Executive Vice President, Seton Hall, USA
- Narmina Hasanova, CEO and founder of MiniBoss Business, Azerbaijan
- Chantal Line Carpentier, Head, Trade, Environment, Climate Change and Sustainable Development, The United Nations
- KyungRan Yang, Co-founder and CEO of MegaGen Implant Co. Ltd., S. Korea
- Sonja Betschart, Co-founder of WeRobotics, Switzerland
- Franziska Giffey, Deputy Lord Mayor of Berlin (via video), Germany





JUNE 27 - AFTERNOON

12:15 PM - 1:15 PM: HUMAN-CENTERED ENTREPRENEURSHIP: A GLOBAL PERSPECTIVE

Session Chair: Rico Baldegger, Dean and Professor, School of Management Fribourg

Speakers:

- Nicolas Durand, Director of Foundation Campus Biotech, Switzerland
- Cameron McKenzie, CEO Aspire, Switzerland
- Mouad Lamrani, General Director R&D Innovation Center, Menicon Co., Ltd., Switzerland
- Kristina Babina, CEO and Founder of TotUp, Switzerland
- Louis-Jacques Fillion, Professor Emeritus HEC Montréal, Canada
- Thomas Heupel, Research Director, FOM, Germany
- Christian Meisel, Head of Entrepreneurship Center, h2, Germany

1:15 PM - 2:15 PM: LUNCH BREAK AT THE ILO

2:15 PM - 3:00 PM: HEAD TO UNITED NATIONS PALAIS DES NATIONS - ROOM XVII*

**Preregistration was required.*

3:00 PM - 4:00 PM: OPENING STATEMENTS

Session Chair: Dr. Ayman ElTarabishy, President & CEO, ICSB

Distinguished Speakers:

- H.E. Ambassador Carlos Mario Foradori, Permanent Representative of Argentina to the United Nations in Geneva
- H.E. Ambassador Seong Deok Yun, Permanent Representative of the Republic of Korea in Geneva
- H.E. Orkhan Mammadov, Chairman of the Management Board, Azerbaijan, The Small and Medium Business - Azerbaijan - Host of COP 29
- H.E. Jo Kyu-il, Mayor, Jinju City, S. Korea
- Chantal Line Carpentier, Head, Trade, Environment, Climate Change and Sustainable Development, The United Nations Conference on Trade and Development (UNCTAD)
- Representative, International Trade Centre (ITC)
- Ki-Chan Kim, Chair of the Board, International Council for Small Business (ICSB)



JUNE 27 - AFTERNOON & EVENING

UN Geneva Palais des Nations - Room: XVII

4:00 PM - 4:45 PM: GLOBAL MSME INITIATIVES FROM ORGANIZATIONS

Session Chair: Ms. Chantaline Carpentier, Head, Trade, Environment, Climate Change and Sustainable Development, The United Nations Conference on Trade and Development (UNCTAD)

Speakers:

- Amelia Santos - Chief, Investment Issues and Analysis Section, Enterprise and Investment Division, UN Trade and Development
- Henrique Pacini - Sustainable Manufacturing and Environmental Pollution Programme Manager, Trade and Environment Branch, UN Trade and Development
- Dragan Radic, Chief-Micro, Small and Medium-Sized Branch (MSME) Sustainable Enterprises, Productivity and Just Transition Department, ILO
- Lucia Cusmano, Acting Head of the SMEs and Entrepreneurship Division and Head of the Unit on SME and Entrepreneurship Transformation at the OECD Centre
- Rico Baldegger, President of the Board of Trustees, Swiss Sustainability Foundation, Switzerland
- Marc Tienbig, President of the German Small and Medium-Sized Business Association (DMB) (via video), Germany - introduced by Hartmut Meyer
- Sebastian Striezel, President of the Chamber of Commerce, Berlin (via video), Germany

4:45 PM - 6:00 PM: LOOKING INTO THE FUTURE SESSION - THE YOUTH INPUT & CONCLUSION

Session Chair: Dr. Ayman ElTarabishy, President & CEO

6:00 PM: RECEPTION AT VIEUX BOIS GENEVA



JUNE 28 - THEORY AND PRACTICE



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Freiburg



JUNE 28 - MORNING

School of Management Fribourg (HEG-FR)

8:00 AM - 8:45 AM: REGISTRATION AND WELCOME COFFEE

**8:45 AM - 9:15 AM: OPENING CEREMONY:
FRIBOURG A GATEWAY TO THE FUTURE AND THE WORLD**

Room: Auditorium BV

WELCOME REMARKS BY CO-HOSTS:

Room: Auditorium BV

Rico J. Baldegger, PhD, Dean and Professor of Strategy, Entrepreneurship & Innovation
School of Management Fribourg (HEG-FR)

Ayman ElTarabishy, PhD., President and CEO, ICSB, Deputy Chair, Department of
Management, GW School of Business

WELCOMING OUR INTERNATIONAL GLOBAL LEADERS

H.E. Ambassador Martin Garcia Moritan, Ambassador of the Republic of Argentina to
Uruguay and Founding Member of the U.S. MSMEs Day June 27, 2017

H.E. Mayor Cho Kyu-il, Jinju City, S. Korea. Jinju City is the Capital of Korean
Entrepreneurship in S. Korea

**** City of Fribourg & Jinju City Friendship Ceremony ****

**9:15 AM - 9:45 AM: PLENARY SESSION #1: NAVIGATING THE FUTURE WITH
EMPOWERING LEADERSHIP AND SUSTAINABILITY**

Session Chair: Rico Baldegger

Keynote Speaker: Gerhard Andrey, Founder of Liip and Member of the Swiss Parliament

9:45 AM - 10:30 AM: PLENARY SESSION #2: TO THE EDGE OF SPACE

Session Chair: Rico Baldegger

Keynote Speaker: Raphael Domjan, President of the PlanetSolar Foundation

Roundtable Discussion: Christian Fischer, Co-Founder & CEO Bcomp; Massimo Fiorin,
Managing Director Aeropole

10:30 AM - 11:00 AM: COFFEE BREAK AND NETWORKING

JUNE 28 - PARALLEL SESSIONS

11:00 AM - 12:15 PM: PARALLEL BREAKOUT SESSIONS - COMPETITIVE PAPERS AND WORKSHOPS

Parallel Session One: Global Lens on MSMEs - Presentations from around the world

Room: 4th floor, No. 426 • Session Chair: Katia Passerini

Paper #1: Agenda 2030 and the Impact on MSMEs - The United Nations by Ambassador Martin Moritan of the Republic of Argentina

Paper #2: Assessing the impact of war on Ukraine's regional entrepreneurial ecosystems by Viktoriia Apalkova

Paper #3: Imparting Digital Literacy to Woman Entrepreneurs- An Exploratory Approach by Sundar Balakrishna

Paper #4: Navigating through Storms: Ukraine's Entrepreneurial Ecosystem During the War by Serge Apalkov

Parallel Session Two: ICSB Signature Program: 10*10 Program - Globalization of SMEs

Room: 4th floor, No. 432 • Session Chair: Andres Hayes

Parallel Session Three: Competitive Papers Empowering Entrepreneurs: Trends and Insights

Room: Ground floor, No. 015 • Session Chair: Alexander Kaiser

Paper #1: From Margins to Mainstream? Empowering Entrepreneurs through the Entrepreneurship Industry by Parul Manocha

Paper #2: Entrepreneurs in the Hedge Fund Industry: Is the Gender Gap a Performance Matter? by Francesc Naya and Nils Tuchschnid

Paper #3: Complementary or Substitutive Relationships? Dilemmas in Social Enterprise's Multifaceted Objectives by Won-Yong Oh

Paper #4: Analysis of Women Entrepreneurship in Africa by Rebecca Majola

Parallel Session Four: Competitive Papers Entrepreneurial Innovations and Technology

Room: 1st floor, No. 101 • Session Chair: Maurizio Caon

Paper #1: Future Supply Chains: between new technologies and old organizational models, steering the course toward sustainability by Jürgen Fritz and Nicoletta Giusti

Paper #2: Student Entrepreneurship Spirit: A Comparison Between Latin American and Caribbean Universities By Eva Cabán-García

Paper #3: The Development of an Entrepreneurial University in India: A Case Study: M H Bala Subrahmanya and G. Arun Kumar

Paper #4: Informality in Ethnic Minority Microbusinesses: A inevitable consequence of resource constraints or a deliberate strategy in ethnic minority microbusinesses by Muhibul Haq

JUNE 28 - PARALLEL SESSIONS

Parallel Sessions Five: Competitive Papers - Innovation Approaches in Entrepreneurship

Room: 3rd floor, No. 306 • Session Chair: Magali Dubosson

Paper #1: Exploring the Impact of Humane Entrepreneurship on Overall Firm Performance: An Empirical Investigation of Small and Medium Enterprises (SMEs) by Zoran Bjelic

Paper #2: Fostering Entrepreneurial Ecosystems: a Governance lens on start-up Maker-Spaces by Carlos da Silva

Paper #3: Financial Technology and Entrepreneurship in Kenya: A Propensity Score Matching Approach by Rodgers Anyanga, Bhavish Jugurnath and Jackson Maalu

Paper #4: From reframed problems to radical solutions, Expert insights on changing perspectives for more radical innovation, by Debora Ngoussi Makongo and Philipp Bubenzer.

Parallel Sessions Six: Competitive Papers and Workshops - Cross-Cultural Insights

Room: Auditorium BV • Session Chair: Ayman ElTarabishy

Paper #1: East meets West, the Case of Entrepreneurship through Confucianism and the Protestant Reformation. A Tale of Two Cities by Rico Baldegger, Jeffrey Alves, Mayor Cho Kyu-il, Mayor Jinju City, S. Korea and Kichan Kim

Paper #2: Workshop: Understanding Entrepreneurship Across Demographics: Insights from Global Entrepreneurship Monitor (GEM) Data by Neha Prashar

Paper #3: Leading international opportunity for a digital sustainable start-up by Raphael Gaudart and Yves Baldegger

French Language: Fire Side Chat: Diversity and Inclusion Challenges in Organizations or
Diversité et inclusion: quels défis pour les organisations

Room: 2nd floor, No. 205

Session chair: Greta Balliu



JUNE 28 - AFTERNOON

12:15 PM - 1:00 PM: NETWORKING LUNCH INNOVATION LAB

1:00 PM - 2:00 PM: PLENARY SESSION #3: THE ROLE OF ACADEMIA, NGO, AND PRIVATE SECTOR ON THE DEVELOPMENT OF ENTREPRENEURS

Room: Auditorium BV • Session Chair: Rico Baldegger

Presenters: Amy Zeng, Dean Sawyer Business School; Mike Baur, Founder Swiss Venture Group; Marcel Dubey, CEO CP Automation and Beat Vonlanthen, President of the economic federations Swiss Medtech & Chocosuisse

2:00 PM - 3:00 PM: PARALLEL BREAKOUT SESSIONS - COMPETITIVE PAPERS AND WORKSHOPS

Parallel Session Seven: Women Entrepreneurs: Present and Future

Room: 4th floor, No. 432 • Session Chair: Maya Dougoud

Presenters: Vicky Stylianou, Kristina Babina, KyungRan Yang and Andowah Newton

Parallel Session Eight: Research, Projects, and Initiatives of major international development agencies: International Labor Organization (ILO) and Organisation for Economic Co-operation and Development (OECD)

Room: 4th floor, No. 426

Session Chair: Ayman ElTarabishy • Presenters: Dragan Radic and Lucia Cusmano

Parallel Session Nine: Entrepreneurial Leadership

Room: Ground floor, No. 015 • Session Chair: Analia Pastran

Paper #1: Self-leadership: The essential drive for entrepreneurs by Marco Furtner, Simon Liegl and Kilian Klösel

Paper #2: A Transformative Model for Teaching and Learning Emotional Intelligence (TEI) for Aspiring Entrepreneurial Leaders (online) by Delia Elena Mateias

Paper #3: Becoming a Better Entrepreneur: An Autoethnographic Study of Leadership Development by Vasco Fonseca

Paper #4: Cultivating an Intrapreneurial Mindset: Leadership Development and Executive Presence through Stakeholder Engagement by Joao Pedro Oliveira

JUNE 28 - AFTERNOON

Parallel Session Ten: Sustainability & Innovative Models

Room: 1st floor, No. 101 • Session Chair: Carlos da Silva

Paper #1: Novel Approaches to Measuring ESG Firms Performance:

A New Story That Resembles the Knowledge Economy Trajectory by Katia Passerini, Arturo Pagan, and Ayman ElTarabishy

Paper #2: Radical Innovation Implementation: A Review and Emerging Framework of Barriers and Drivers by Inês Gouveia Lopes and Philipp Bubenzer

Paper #3: Retaining young workers in VSEs and SMEs in a French engineering and consultancy branch: what are the links with empowerment leadership, balancing life, the image of CSR and job satisfaction? by Michaël Bénédict, Philippe Anton, Raymond Bou Nader, and Christophe Schmitt

Paper #4: Entrepreneurship and Alternative finance models: The potential to increase access to capital for entrepreneurs and small business enterprises in West African Francophone Countries by Pepin Ilonga Nkuoi

Paper #5: Seeking for Effectiveness of Sustainability Entrepreneurial Education Programs: A Multiple Case Analysis from the USA and the UK by Fatimata Ly-Baro, John York, and Orsolya Ihasz

3:00 PM - 3:30 PM: COFFEE BREAK

3:30 PM - 4:30 PM: PARALLEL BREAKOUT SESSIONS (COMPETITIVE PAPERS, WORKSHOPS)

Parallel Session Eleven: Fireside Chat: Family Business

Room: 3rd Floor, No. 306 • Session Chair: Jürgen Fritz

Presenters: J. De Weck (Magazine Bilan), Liliane Kramer (CEO & Owner of Joggi Ltd.), Nicolas Staempfli (Member of the Board Staempfli Ltd.), Fabrice Simonet (Co-owner of the Vinery le petit château)

Parallel Session Twelve: Launch GEM Switzerland Report and Round Table

Room: 2nd floor, No. 426

Session Chair: Raphael Gaudart

Entrepreneurial Framework Condition: Yann Steulet (Director Incubator Fri-up), Juliane Butty (CEO & Co-founder BTRY, Bettina Hirsig (Co-founder Power Coder)

Parallel Session Thirteen: Italy: Nano Valbruna Forum on Social Innovation and Entrepreneurship: Winners of the Forum Award: B.A.I.T.E Awardees. Italian Start-Ups and Entrepreneurial Firms.

Room: 4th floor, No. 205

Session Chair: Analia Pastran

Speakers: Luca Di Narzio, Nicolas Fernando, Gustavo Gonzalez, Elisabetta Faggiana Whittaker, Savio Losito, and Irene Masante

JUNE 28 - AFTERNOON

Parallel Session Fourteen: Ph.D. Consortium Papers, New Research and Online

Room: 3rd floor, No. 306 • Session Chair: Philipp Bubenzer

Paper #1: Understanding Sport Firms' Survival Through Dynamic Capabilities And Institutional Theory: Cross-Country Evidence by Sylwester Bernacki

Paper #2: Voices of Resilience: Understanding Palestinian Refugee Women Entrepreneurs in European Institutional Contexts by Israa Abushaker

Paper #3: Factors influencing the success of micro and small enterprises (MSEs) in the Nasinu Town Municipality, Fiji. Seone S. Lolesio, Dr. Ritu Sirivastava, and Dr. Shital Vakhariya

Paper #4: Frugal Innovation from Theory to Practice: Mapping Tools for Supporting Value Creation by Sebastián Cantillo Arce, Manon Enjolras, Ferney Osorio, and Christophe Schmitt (online)

Parallel Session Fifteen: Competitive Papers: MSMEs and future challenges

Room: 1st floor, No. 101 • Session Chair: Jean-Marie Ayer

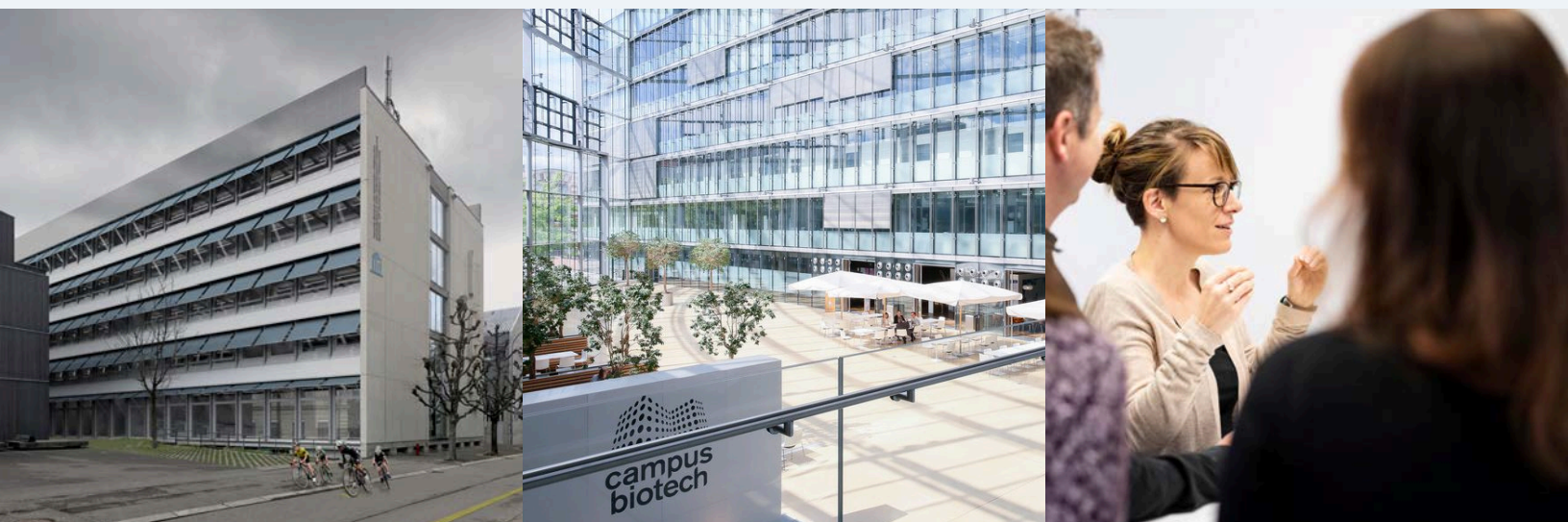
Paper #1: Understanding the Evolution of Cleantech Startups in the Green Ecosystem: An Agent-Based Model Simulation by Eva Panetti

Paper #2: Exploring High Growth Firms: A Systematic Review and Research Agenda by Euclides Major

Paper #3: Vaqueros Innovation Platform-VIP Idea Lab: Fostering Creativity, Innovation, and Sustainable Entrepreneurship in the Rio Grande Valley by Sylvia Robles

Paper #4: Digitalization and Impact in SMEs by Maurizio Caon and Emanuele Meier

Paper #5: Web-based Internationalization Indicators: Semantic Data Mining in the Service of International Entrepreneurship by Pascal Wild



JUNE 28 - AFTERNOON

Parallel Session Sixteen: Cutting-Edge Research in Technological and Entrepreneurial Innovation

Room: Ground floor, No. 015 • Session Chair: Philipp Aerni

Paper #1: A Multi-Level View of Internal Technological Innovation by Russell Seidle

Paper #2: Seeing more clearly with an embedded, intersectional lens: a literature review of Women Entrepreneurship in a Latin American context by Martha Rivera-Pesquera, Peter Moroz, and Daniel De Lury

Paper #3: Comparative Analysis of Data Markets and Patent Systems for Entrepreneurs by Jung Park

Paper #4: Transforming Ideas into Impact - The Power of Academic Entrepreneurship by Unathi Lutshaba

Parallel Session Seventeen: Building Resilient and Thriving Entrepreneurial Ecosystems

Room: 4th floor No. 432 • Session Chair: Alexander Kaiser

Paper #1: From Awareness to Action: Industrial Tours as Catalysts by Magali Dubosson, Samuele Meier and Sabine Emad

Paper #2: Networks as Key Enabler: Insights and Recommendations on how to thrive Regional Entrepreneurial Ecosystems by René Zeier

Paper #3: Talent Acquisition: Employer Perceptions, Candidate Experiences and Digital Transformation by Vanmathy Sommer

Paper #4: Framework of trans- and interdisciplinary projects at universities by Danielle Burkhard

4:30 PM - 5:25 PM: CLOSING PLENARY SESSION

Room: Auditorium BV

Laurent Lecamp, CEO Montblanc Watch Division: "Building a Story Brand in the Luxury Market"

5:15 PM - 5:30 PM: CLOSING REMARKS OF FORUM AND AWARDS

5:45 PM: WALKING TOUR OF OLD TOWN FRIBOURG

6:30 PM: BARBECUE RECEPTION "OLD TOWN FRIBOURG: GOTTERON VALLEY"

JUNE 29

- Optional Sightseeing tour of Fribourg and Berne (third-party registration required, check with the hotel host.)



MSMEs DAY PROGRAM



MSMEs DAY

Recognized by the United Nations and the Permanent Mission of Argentina to the United Nations, Dr. El Tarabishy worked to create a United Nations International Name Day to be dedicated to Micro-, Small, and Medium-sized Enterprises (MSMEs). These Name Days are designated on specific dates to mark particular events or topics to consciously and actively promote the organization's objectives. With his novel idea, Dr. El Tarabishy worked closely with the Permanent Mission of Argentina to propose a resolution to dedicate a United Nations International Name Day to MSMEs.

JUNE 27, 2024

Approved by the United Nations General Assembly, the proposal was presented by the Permanent Mission of Argentina and 54 countries; thus, 5.5 billion people acted as co-signers of this resolution.

*2024 Theme: Human-Centered
Impact: Advancing the UN SDGs
through MSMEs*

LEARN MORE:

msmes.day



ICSB ANNUAL GLOBAL MICRO-, SMALL, & MEDIUM SIZED ENTERPRISE REPORTS



MSMEs June 27 past Day Themes

- 2017:** The Establishment of MSMEs Day - A New Future
- 2018:** Small business, big impact – the Youth Dimension
- 2019:** Entrepreneurship & Peace
- 2020:** MSMEs as first responder to the crisis
- 2021:** MSMEs for an inclusive and sustainable recovery
- 2022:** Resilience and Rebuilding: MSMEs for Sustainable Development at the forefront of building back better and stronger from the impacts of the COVID-19 pandemic, Climate crisis, and Conflicts
- 2023:** Galvanizing MSMEs worldwide by supporting women and youth entrepreneurship and resilient supply chains
- 2024:** Human-Centered Impact: Advancing the UN SDGs through MSMEs

LEARN MORE:

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READ THE NEW ARTICLE

GENEVA'S ENTREPRENEURIAL ECOSYSTEM



AUTHORS:

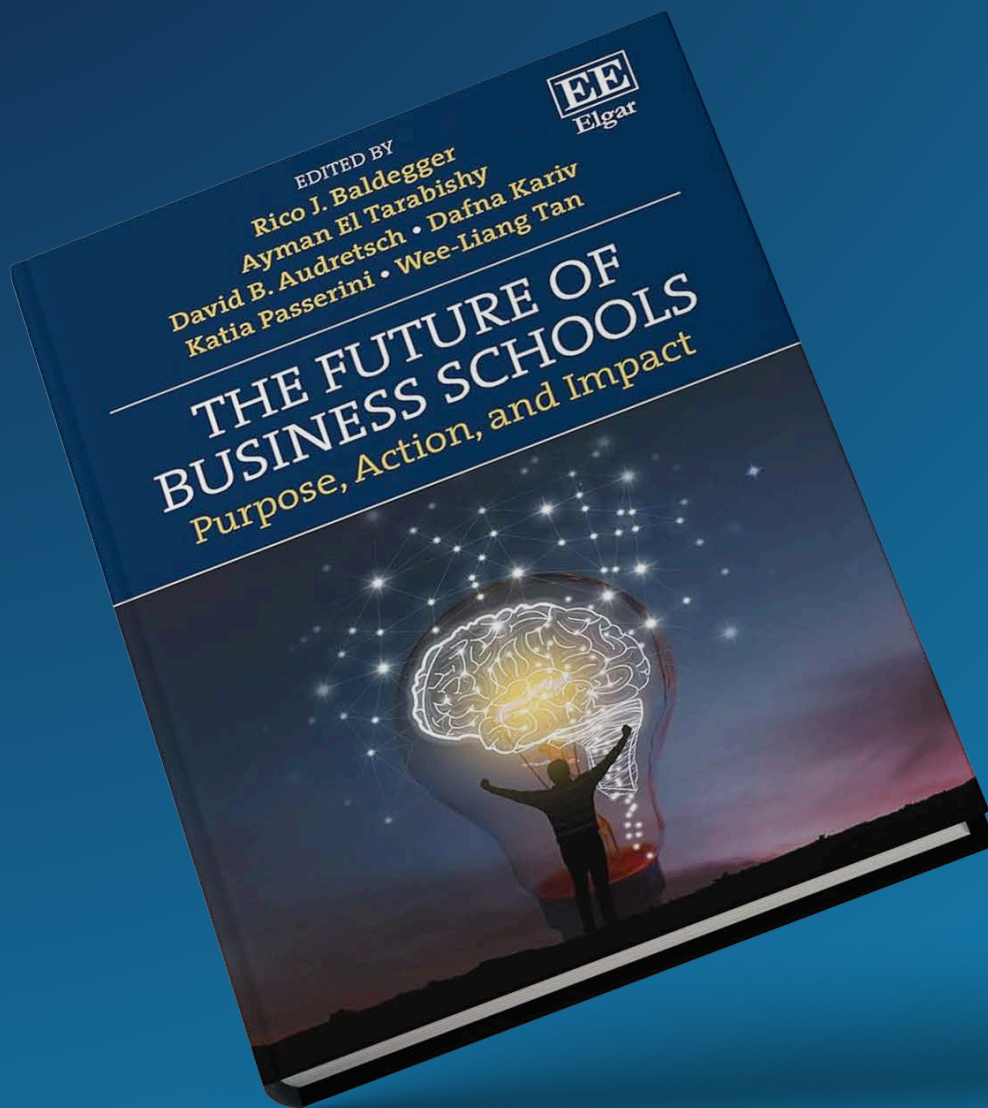
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MSMEs PAST EVENTS





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