The OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) invites you to the "Digital for SMEs" (D4SME) knowledge event on:

GENERATIVE AI FOR SMES: SEPARATING THE CHIT AND THE CHATGPT

26 April 2022, 16:00-17:30 (CEST), Remote participation

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AGENDA

Moderated by:

- **Marco Bianchini**, Economist and Coordinator of the D4SME Global Initiative, OECD

16:00-16:05 _Introductory remarks:_

- **Rashad Abelson,** Policy Analyst, OECD AI Policy Observatory

16:05-16:50 _Panel discussion:_

- **Laura Jones,** Senior Vice-President, Canadian Federation of Independent Businesses - CFIB (_Canada_)
- **Jeremy Rollinson**, Senior Director, EU Government Affairs, Microsoft _(United States)_
- **Patrick Slavenberg,** Founder, Smartified _(the Netherlands)_
- **Heather Yang,** Assistant Professor of Management and Technology, Bocconi University (_Italy_)
- **Philipp Hacker,** Professor and Chair for Law and Ethics of the Digital Society, University of Viadrina (_Germany_)

16:50-17:25 _Moderated discussion_ - Q&A

17:25-17:30 _Closing remarks_

- **Lucia Cusmano,** Deputy Head of Entrepreneurship, SMEs, and Tourism Division, OECD

WHAT'S THE ISSUE?

ChatGPT and other large AI-based "generative language models" are taking the world – and our news feeds – by storm. As Beta versions of the software are made available to the general public, observers are getting excited about the capabilities and the vast array of potential applications. At the same time, concerns are being expressed about data privacy, security, and about how this technology might impact the job market. But what does this mean for small businesses?

Already use cases are emerging that illustrate the potential of generative AI to help small businesses increase efficiency, reduce costs, and improve their marketing and customer services efforts. However, policy is needed to ensure SMEs do not fall behind in the adoption of these new tools, further widening the gap between small and large firms. For example, existing divides, such as the skills gap, will need to be addressed to enable SME adoption. SMEs will need skilled personnel to integrate this tool effectively, and to understand its limits as well as its potential. Even where successfully deployed within firms, there are broader risks to manage for policy makers, including its potential impacts on the world of work. The moderated panel discussion will include an exciting line-up of international experts from OECD governments, large business, SMEs operating in the ICT sector and SME representatives – bringing real-life SME experiences.

JOIN THE DISCUSSION

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Registered participants will receive the link to connect to the discussion.
The webinar will start at 16:00 Paris time, please check the time difference with your place. The webinar will be held in English.

Insights on SMEs, Tourism, Regions and Cities

About us

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies.