

# 4th D4SME Roundtable

## SME resilience and transformation



### AGENDA | 4<sup>th</sup> D4SME Roundtable: SME resilience and transformation

Chair of the D4SME:

**Minister Hon Stuart Nash**, *Minister for Economic and Regional Development, Forestry, Small Business and Tourism, New Zealand, and Chair of the OECD Digital for SMEs initiative*

Day 23 November 2022 | Roundtable | CC1

<b>8:30 – 9:00</b>	<b>Registration &amp; technical checks</b>
<b>Short introduction of the ceremony</b>	<b>Ms Lamia Kamal-Chaoui</b> <i>Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities</i>
<b>9:00 – 9:55</b>	<b>High Level Opening</b>
<b>Welcoming of the D4SME network</b>	<b>Welcome remarks by the Chair Minister Hon Stuart Nash of New Zealand</b> <i>Minister for Economic and Regional Development, Forestry, Small Business and Tourism, and Chair of the OECD Digital for SMEs initiative</i>  <b>Remarks by SG Mathias Cormann</b> <i>OECD Secretary-General</i>
<b>Priorities for SME digitalisation</b>	<b>Minister László György</b> <i>Minister of State for Innovation and Higher Education, Ministry of Culture and Innovation of Hungary</i>  <b>Ms Javiera Petersen</b> <i>Undersecretary of Economy and Small Business, Ministry of Economy, Development and Tourism of Chile</i>  <b>Vice Minister Cho Joohyun</b> <i>(video intervention)</i> <i>Minister of SMEs and Startups of Korea</i>  <b>Ms Hanni Rosenbaum</b> <i>Executive Director of Business at OECD</i>
<b>9:55 – 11:25</b>	<b>SMEs digital transformation to face disruptions</b>
<b>Moderator</b>	<b>Minister Hon Stuart Nash of New Zealand</b> <i>Minister for Economic and Regional Development, Forestry, Small Business and Tourism, and Chair of the OECD Digital for SMEs initiative</i>
<b>What is the issue?</b>	In a large number of countries, SMEs are facing a perfect storm of disruptions in supply chains and trade, reduced energy supply, price increases and shortages across value chains and tighter credit conditions, as central banks raise rates to fight inflation. All this while the COVID-19 pandemic and its detrimental effects still impact the economy. Digital tools can help SMEs and entrepreneurs weather the storm in the short term and strengthen resilience to shocks in the longer-term, such as by providing real-time data and addressing bottlenecks in supply chains, easing credit conditions through better

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	<p>credit risk assessment and enabling improvements in energy efficiency of both manufacturing and service companies.</p> <ul style="list-style-type: none"> <li>• How can digital solutions help SMEs weather the storms in supply chains, raising prices and geopolitical turmoil? What are the most promising applications and what challenges exist for widespread adoption by small businesses under the current circumstances?</li> <li>• What could be the longer term impact of adoption of these digital solutions on SMEs access to credit, energy savings, and participation in GVCs?</li> <li>▪ How can the public and the private sector, including digital SMEs, professionals, large technology providers and business associations, cooperate to help SMEs access the digital tools they need to overcome disruptions and accelerate transformation?</li> </ul>
<b>11:25 – 11:45</b>	<b>Coffee Break</b>
<b>11:45- 13:00</b>	<b>Adapting to a new hybrid world</b>
<p><b>Moderator</b></p> <p><b>Mr Martin Godel</b>  <i>Head of SME Policy, State Secretariat for Economic Affairs Switzerland and Chair of the OECD Committee on SMEs and Entrepreneurship</i></p> <p>The accelerated digitalisation of many small and medium businesses, triggered by the COVID-19 crisis, has increased the pace of change in business models, such as with the emergence of hybrid modes across traditional sectors. It has also amplified the long-standing gaps in digital skills raising new needs for upskilling and reskilling among managers and workers. In 2022, the D4SME initiative promoted analysis and knowledge exchange webinars on the role of higher-education institutions (HEIs) in the up-skilling and re-skilling of SME personnel, and on SMEs adapting to the ‘new normal’ of hybrid retail. The D4SME policy papers build on these knowledge sharing events, as well as original evidence from interviews and from an OECD D4SME survey among SMEs on hybrid retail piloted in France, Germany, Korea, Italy, and Spain in cooperation with Amazon and Kakao (private sector partners of the D4SME).</p> <p><b>Presentation of the insights from D4SME Policy Papers</b></p> <ul style="list-style-type: none"> <li>• How can SMEs and entrepreneurs overcome size related challenges when adopting hybrid models? What are the investments SMEs face to integrate physical and digital sales? How are governments supporting this transition?</li> <li>• What is the value added of having digital upskilling programmes run by an HEI, opposed to another actor in the ecosystem e.g. private sector company, private college, government agency?</li> <li>• How can policy enable SME and HEI collaboration on the reskilling of SME personnel?</li> </ul>	
<b>13:00-13:15</b>	<b>Family Photo</b>
<b>13:15-14:30</b>	<b>Networking lunch</b>
<b>14:30-15:00</b>	<b>D4SME INSIGHTS: Stories of SME digital transformation – Visualization tool</b>

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<p><b>Launch of the tool</b></p>	<p>SMEs are the backbone of the D4SME initiative. The SME Visualization tool is a digital solution to host a collection of SME country case studies. It is intended to showcase real life SME digitalisation journeys, enable mutual learning among SMEs and share inspiring experiences with the larger public. The SME stories also include experiences of accessing government support at a national or local level, where challenges, pre-conditions and effects of such programmes – particularly in the COVID-19 context – are highlighted.</p>
<p><b>15:00 – 16:30</b></p>	<p><b>The future of SME digitalisation: data, emerging technologies and the twin transition</b></p>
<p><b>Moderator</b></p>	<p><b>Minister László György</b>  <i>Minister of State for Innovation and Higher Education, Ministry of Culture and Innovation of Hungary</i></p>
<p><b>What is the issue?</b></p>	<p>How SMEs collect, store, protect, analyse and use data is fundamental to ensure their transition to more digitalised business models and to unlock the potential of new technologies. Data on consumer behaviour, business operations and supply chains are becoming increasingly accurate and timely. Better use of old and new sources of data, thanks to better sensors and software (including machine learning algorithm, blockchain), present important opportunities to SMEs ready to seize them (e.g. Internet of Things, geo-localisation, digital advertisement). Policies can be instrumental in democratizing best data practices, so that the shift happens across all sectors of the economy.</p> <p>Leveraging data and emerging technologies can sustain or accelerate the response of SMEs to the sustainability imperative, such as by driving resource efficiency, enhancing transparency around ecological practices and easing training and learning. This is the essence of the twin transition. This is the case of digitally-based eco-innovations, such as, for example, carbon footprint testing technologies, the tracing of sustainable materials in supply chains through distributed ledger technology, or the use of ecological sensors connecting with IoT devices to promote ecological practices through social media. However, while digital technologies and practices can help SMEs become “greener”, they can also have a negative impact on the environment, such as in the form of electronic waste (E-Waste), growing energy and water use and pollutant emission from technology use.</p> <ul style="list-style-type: none"> <li>• How can SMEs improve access to and better use of data in their business model? How can they keep the pace of the rapid development of data-driven advanced technologies (e.g. A.I., blockchain, Metaverse)?</li> <li>• Are SMEs aware of the potential of digital technologies to reduce resource-use and polluting? What are the main trade-offs between digitalisation and greening for SMEs?</li> <li>• What can governments do, at the national and local levels, to help SMEs prepare and implement change? How can cooperation in the SME ecosystem be strengthened to this aim?</li> </ul>
<p><b>16:30 – 17:00</b></p>	<p><b>Coffee break</b></p>
<p><b>17:00 – 18 :00</b></p>	<p><b>The next steps of the initiative</b></p>
<p><b>D4SME key activities and future priorities (including PoW 2023-24)</b></p>	<p><b>Minister Hon Stuart Nash</b>  <i>Minister for Economic and Regional Development, Forestry, Small Business and Tourism, New Zealand, and Chair of the OECD Digital for SMEs initiative</i></p>

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	<p><b>Ms Céline Kauffmann</b> <i>Head of the Entrepreneurship, SMEs and Tourism Division, OECD Centre for Entrepreneurship, SMEs, Regions and Cities</i></p> <p><b>Mr Patrik Kovacs</b> <i>Chair of the SME and Entrepreneurship Committee, Business at OECD</i></p>
<b>Closing remarks</b>	<p><b>DSG Yoshiki Takeuchi</b> <i>OECD Deputy Secretary-General</i></p>
<b>18:00 – 20:00</b>	<b>Cocktail hosted by Hungary</b>

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### ■ List of prospective participants

- OECD government representatives / delegates to the OECD Committee on SMEs and Entrepreneurship, including members of the Steering Group (i.e. Chile, EU Commission, France, Israel, Italy, Japan, Korea, Switzerland)
- D4SME Private Sector Partners:
  - Amazon
  - Facebook
  - Kakao
  - Microsoft
  - PayPal
  - Vodafone
  - Wix
- Entrepreneurs and SMEs part of the D4SME SME Databank and beyond
- SME Associations
- Sector Associations
- International Chamber of Commerce
- Experts from Academia, Research Centres and international organisations