

# SMES: GO DIGITAL AND GO HOME

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## D4SME Webinar Agenda

17 June 2020,  
16:00 – 17:30 CEST,  
ZOOM videoconference



# GO DIGITAL GO HOME



The COVID-19 pandemic is imposing a radical rethinking of many business models. Small businesses in retail trade, manufacturing and a broad range of services, where physical presence and social contact were common practice, are now confronted with the need of delivering and doing business in a “contactless” way, or otherwise shutting down operations for the whole duration of the sanitary crisis. Digital tools offer viable solutions and many entrepreneurs are already re-engineering their business with a view to accelerating digital adoption, adapting processes, and proposing new products and/ or services, while customers and employees stay home (e.g. smart working, Online-To-Offline home deliveries, Click and Collect, etc.).

The webinar will discuss some relevant cases of “accelerated” digitalisation and how entrepreneurs have reacted to the crisis, as well as initiatives undertaken by governments and large private sector organisations to facilitate the transition of smaller businesses – not only to weather the storm in the short term but also to engage in more long-term, sustainable changes in business practice.

## Introductory remarks

5 minutes

- **Ms Lamia Kamal-Chaoui**,  
Director, OECD Centre for Entrepreneurship, SMEs, Regions  
and Cities (CFE)



## Moderated Panel Session

45 minutes

The moderated panel session aims to provide insights to the panellists' diverse experience, as well as inform the Q&A discussion that will follow.

**Minister Nash** will be invited to provide his remarks as Chair of the D4SME Initiative at the beginning of the moderated session, to then participate to the discussion as panellist.

Each panellist will be invited to answer two questions:

- the first question will present the opportunity to introduce the business/ the substantive experience of the panellist with regard to the discussion.
- The second question will then aim to shed further light on how business operations have been disrupted by COVID-19. This will notably include insights on the role digital technologies have played in adapting to the new situation, if changes are poised to last, lessons learned from the experience in terms of making businesses more resilient, and the role of public support in this context. Panellists will be asked to keep their answers short (3-4 minutes).

### Moderator:

- **Mr John Dizard**, Columnist, Financial Times

### Panellists:

- **Hon Stuart Nash**, Minister for Small Business, New Zealand and Chair of the D4SME Global Initiative
- **Mr Tancrede de Lalun**, Global Merchandising Director, Maison Margiela, France (medium sized enterprise; manufacturer of textile and wholesale and retail trade) and Professor at Institut Français de la Mode.

**Maison Margiela** is a fashion house active in Western Europe, East Asia and North America, whose global operations have been affected by the disruption of global supply chains and the temporary closure of all its physical stores. Maison Margiela now uses its e-commerce store as the only retail platform and source of revenue, while maintaining production in a "work from home" environment by using digital tools, including running its showrooms via video conference.

Website: <https://www.maisonmargiela.com/fr>



- **Mr Didzis Dejus**, Managing Director, Baltics 3D Ltd, Latvia (small enterprise; professional, scientific and technical services activities).

**Baltics 3D** is a 3D printing company, operating mostly in Latvia and offering industrial 3D printing services and related manufacturing solutions. Baltics 3D has responded to the COVID-19 crisis by shifting their business model to produce face masks for Intensive Care Units at hospitals.  
Website: <http://baltic3d.eu/>

- **Ms Siobhan Cummiskey**, Director of Public Policy, Campaign and Programs, EMEA, Facebook, United States (large enterprise, Internet content and information)
- **Prof Michael Luca**, Lee J. Styslinger III Associate Professor, Harvard Business School, United States

## Open Q&A discussion with all participants

30 minutes

The remaining 35 minutes will be dedicated to an open Q&A discussion amongst panellists and participants from the D4SME network, who will all be invited to share their experience and views on what can be done to assist SMEs during this crisis and in their recovery. The moderator will animate the discussion, with the possibility to submit questions via a 'chat box'.

## Wrap-up

5 minutes

- **Ms Sandrine Kergroach**, Deputy Head of SME and Entrepreneurship Division, OECD