

Asian Development Bank
Launch Seminar of the Asia Small and Medium-Sized Enterprise Monitor 2024
Designing an MSME Ecosystem for Resilient Growth in Asia and the Pacific
20-22 November 2024
Manila, Philippines
(Auditorium 2-4, ADB headquarters)

Guidance for Speakers and Panelists

Introduction

The Asia Small and Medium-Sized Enterprise Monitor (ASM) is a signature knowledge product published annually by ADB. It supports ADB's developing member countries in promoting evidence-based policy design for micro, small, and medium-sized enterprise (MSME) development by providing a unique data platform and delivering high quality analyses on MSMEs. Past editions are available at: <https://www.adb.org/publications/series/asia-small-medium-sized-enterprise-monitor>.

The Launch Seminar of the ASM 2024 Edition addresses the theme “Designing an MSME Ecosystem for Resilient Growth in Asia and the Pacific.” Day 1 (20 November) sessions will impart lessons from the ASM 2024. Day 2 (21 November) sessions will focus on MSME ecosystem and its linkage with ADB's operational priority sectors and themes. Day 3 will be the back-to-back Conference on the Ecosystem of Vibrant MSMEs for Resilient Growth in Asia and the Pacific co-organized by ADB, ADB Institute, and the University of Tokyo. Day 3 (22 November) event aims to promote high-quality, frontline research on MSME development issues that support inclusive growth in developing Asia and the Pacific and to foster knowledge sharing among social scientists, development practitioners, and policymakers; and will feature selected papers which will be incorporated into the Theme Chapter of the ASM 2024 to be launched in the first quarter of 2025.

The following is the guidance for speakers and panelists to facilitate the discussions during the first two days of the ASM Launch Seminar.

For Speakers in Day 1 (20 November 2024)

Each speaker has **15-20 minutes** slot for his/her presentation, followed by panel discussion (10-30 minutes). Speakers are asked to address the following key questions during the Session.

Session 2: MSME Participation in Global Value Chains – Constraints and Challenges in Asia and the Pacific (10:30-12:00)

Global value chains give an opportunity for viable small firms to upscale their business, grow across borders, and enhance their competitiveness; hence accelerating inclusive growth in Asia and the Pacific. This session will discuss ways of encouraging MSME participation in global value chains and explore policy solutions.

- *What are major constraints and challenges on promoting MSME participation in global value chains or internationalization of MSMEs in your country/region?*
- *How have you responded to such constraints/challenges? Any initiatives with this regard?*
- *What type of business clustering—vertical or horizontal supply chain clustering comprising both large firms and MSMEs or MSMEs only—would be promising for developing MSME export business in your country/region? Any success cases with this regard?*
- *Ongoing geopolitical conflicts and potential tariff war may accelerate supply chain disruptions in Asia and the Pacific. Are you preparing any specific measures amid increased global uncertainty?*

Session 3: A New Regime of MSME Financing for Economic Diversification in Asia and the Pacific (13:30-15:00)

This session will discuss financial regulators/central banks' efforts to enhance MSME access to finance and their finance policy actions, addressing the development of credit markets and alternative financing schemes for viable MSMEs and their challenges.

- *What are major constraints and challenges on enhancing MSME access to formal financial services in your country?*
- *How have you responded to such constraints/challenges in your mid-to-long-term policy framework and/or national financial inclusion strategy?*
- *How is the digital finance/fintech industry in your country? What would be major barriers for MSMEs to use digital financial services?*
- *Are there any government initiatives to improve access to finance for women-led MSMEs in your country?*
- *Several developing member countries have created alternative MSME financing options to supplement bank credit since 2017—capital markets for qualified small firms. What would be major challenges for them to tap capital markets? Any specific initiatives on developing such markets?*
- *Is the development of climate bond markets for MSMEs potential in your country? Any initiatives on this?*

Session 4: Challenges and Policy Actions to Create an Ecosystem of Vibrant MSMEs in Asia and the Pacific (15:15-16:45)

This session will discuss how governments can design feasible policies and strategies that support an ecosystem of MSMEs amid global economic uncertainty. It will also address the role of private sector communities in effectively implementing MSME policies.

- *What areas are focused on MSME development strategies in your country?*
- *What policy actions/measures have been implemented to achieve goals set in the strategies? Have these been performed well? If not, what would be the major constraints?*
- *Are there any specific initiatives on formalizing informal businesses in your country?*
- *How is the business digitalization (e-commerce) of MSMEs in your country? What would be major barriers for their business shift to digital?*
- *Are there any specific initiatives on supporting women-led MSMEs, youth, and entrepreneurs? What are major constraints and challenges with this regard?*
- *Are there any specific initiatives on promoting green MSMEs—socially responsive firms adopting environmental, social, and governance principles and use green technologies? What are major constraints and challenges with this regard?*
- *What would be the role of private sector communities for effective implementation of MSME policies and strategies?*

For Panelists in Day 2 (21 November 2024)

After the keynote presentation, each panelist has 2-3 rounds of discussions, addressing the following key questions during the Session.

Session 1: Private Sector Development and Inclusive Growth – Role of MSMEs under Global Agendas (9:40-10:40)

This session will discuss key factors that promote private sector-led and inclusive growth toward a sustainable, resilient economy in developing Asia and the Pacific, addressing the role of MSMEs under the United Nation's Sustainable Development Goals.

- *What would be the key factors that promote private sector-led and inclusive growth nationally? What would be expected for MSMEs to play for moving forward?*
- *What business model would be promising for MSMEs to respond to climate change? How could governments support MSMEs with this regard?*
- *What are the major initiatives of ADB operations to accelerate private sector-led economic growth and MSME development? What would be key challenges and how to solve them?*

Session 2: Building Gender-Responsive MSME Ecosystems for Women: Data, Financing, and Policies (11:00-12:00)

This session will discuss how to build gender-responsive MSME ecosystems for women in developing Asia and the Pacific, addressing the way to track data for effective implementation of necessary policy actions. It will also discuss financing modalities to be elaborated for women-led MSMEs and entrepreneurs.

- *What are major constraints and challenges on promoting business development of women-led MSMEs and entrepreneurs in your country?*
- *How could you respond to such constraints/challenges? Any initiatives and policy measures (finance and nonfinance support) with this regard?*
- *Are there any government efforts on tracking business performance data on women-led MSMEs and entrepreneurs?*

Session 3: Promoting ESG for MSMEs and Investment Opportunities (13:30-14:30)

This session will discuss how to create a base of green MSMEs (socially responsive firms adopting environmental, social, and governance [ESG] principles and use green technologies) nationally, addressing key challenges and how to design an appropriate policy framework to move forward.

- *What are major constraints and challenges on creating a base of green MSMEs in your country?*
- *How could you respond to such constraints/challenges?*
- *What strategy would you recommend promoting ESG for MSMEs and attracting investments in them?*

Session 4: Rethinking Regional Cooperation and Integration – Trade and MSMEs (14:30-15:30)

This session will rethink the role of regional cooperation and integration to involve more MSMEs in global marketplaces and promote their exports, addressing key challenges arising from regional turbulence and potential tariff war.

- *What are ongoing regional initiatives on promoting MSME exports and potential new strategies moving forward amid increased geopolitical crises and climate change?*
- *How could the regional initiatives respond to potential tariff war? What would be the impact on MSMEs in Asia and the Pacific?*
- *What are the major ADB initiatives moving forward MSME exports at the regional level and/or MSME participation in global value chains? What would be key challenges and how to solve them?*

Session 5: Business Digitalization and Digital Finance for MSMEs (15:45-16:45)

This session will discuss key factors and initiatives that promote business digitalization of MSMEs nationally and regionally and more usage of digital financial services for them, addressing the major constraints, challenges, and possible policy interventions on increasing digitally operated MSMEs and developing the digital finance industry in the region.

- *What would be the key factors that promote business digitalization of MSMEs nationally and regionally? What would be major constraints for MSMEs to shift their business from cash-based to digital?*
- *What strategies would be needed to promote digital financial services for MSMEs?*
- *What are the major ADB initiatives moving forward business digitalization of MSMEs? What would be key challenges and how to solve them?*

Submission of presentation materials by Friday 15 November 2024

Each speaker is required to submit its presentation deck (PowerPoint slides) **by Friday 15 November 2024** for reproduction.

Should you have any questions, please contact the ADB Team:

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