

WUSME

ANNUAL REPORT

2025



World Union of Small and Medium Enterprises

In Special Consultative Status with the United Nations ECOSOC since 2013
In Special Consultative Status with UNIDO since 2020
Observer Organization Admitted by UNFCCC to the COP since 2018

ANNUAL REPORT 2025

WUSME, the WORLD UNION OF SMALL AND MEDIUM ENTERPRISES

in Consultative Status with UN ECOSOC since 2013 and UNIDO since 2020

International Headquarters: Strada Gian Franco Terenzi, n. 16, 47899 - Serravalle – Republic of San Marino

website: www.wusme.org e-mail: info@wusme.org



PREFACE

SMEs, Sustainable Development and Inclusion: WUSME's Role in the Global Landscape

The World Union of Small and Medium Enterprises (WUSME) works to represent and support the interests of SMEs and craft industries, with a particular focus on countries with less developed economies and the promotion of female entrepreneurship.

It is widely recognised that SMEs play a central role in terms of employment and economic growth. They constitute the largest economic sector at national and global level and represent the true lifeblood of the world economy. Furthermore, small and medium-sized enterprises are a key tool for achieving the United Nations Sustainable Development Goals (SDGs).

Although their contribution extends to all 17 SDGs, some Goals are particularly directly linked to their activities: poverty eradication, food security, health and well-being, quality education, gender equality, decent work and economic growth, industry, innovation and infrastructure, reduction of inequalities, and responsible consumption and production.

The current global scenario requires a collaborative and inclusive approach to accelerate the implementation of the 2030 Agenda, enhancing the contribution of businesses, improving their access to finance and promoting the sharing of best practices. In this context, the world needs a growing number of skilled and knowledgeable entrepreneurs and SME managers who are capable of creating solid and competitive businesses, generating economic value, offering decent work and making a concrete contribution to reducing poverty and social inequalities.

The spread of a solid entrepreneurial culture requires coordinated action involving three key areas: education, public institutions and the private sector.

In terms of education, it is essential to promote and strengthen entrepreneurship education at all levels of the education system, developing programmes, teaching materials and research centers consistent with the economic and social specificities of each country.

At the governmental level, it is strategic to implement or strengthen national programmes to support entrepreneurship, accompanied by structures capable of offering advice, mentoring, coaching and assistance throughout the entire life cycle of the business.

In the private sector, it is necessary to promote initiatives and campaigns that highlight the positive role of entrepreneurs in society, encouraging the transfer of skills and experience between established entrepreneurs and new generations.

Such actions should focus primarily on supporting SMEs run by young people and women. In recent years, female entrepreneurship has grown significantly in many regions of the world, demonstrating how small businesses can be not only a driver of economic development, but also a tool for social justice.

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However, economic and social crises – including pandemics, conflicts and financial and political instability – have had a disproportionate impact on women, highlighting persistent challenges such as access to finance, technology and productive resources, as well as the complex balancing act between family responsibilities and entrepreneurial activity.

At the international level, there is growing recognition of the importance of valuing women's contribution to the business world and the labour market. Achieving gender equality is a collective responsibility that requires the joint commitment of institutions, businesses and civil society.

In this context, WUSME confirms its commitment to supporting these efforts and collaborating with partners globally to promote gender equality and women's empowerment in the SME sector, including through training and leadership development programmes.

WUSME is ready to work with all partners to respond to the aspirations of communities around the world and contribute to sustainable, equitable and lasting development.

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MESSAGE BY THE WUSME PRESIDENT, BARBARA TERENZI

In 2025, the Association further strengthened its collaboration and expanded its contacts with various international, regional and national organisations involved in various ways in supporting SMEs and craftsmanship, intensifying its presence at scheduled events and opportunities for meeting and collaboration, which led to the signing of a number of memoranda.

Once again this year, the Association actively contributed to the work of the international organisations by which it is officially recognised, such as *UN-ECOSOC* (United Nations Economic and Social Council), *UNIDO* (United Nations Industrial Development Organisation) and *UNFCCC – COP* (United Nations Climate Change Conference), with the participation of its delegates in various conferences and the presentation of written statements, such as those for *CSW70* or *CSoCD64*, paying particular attention to the issues of environmental sustainability, sustainable development goals – AGENDA2030 and the promotion of entrepreneurship as a tool for women's empowerment and youth employment.



Among the various activities carried out during the year, we would like to highlight, in particular, WUSME's participation in *CSW69*, which was held at the Church Centre of the United Nations (CCUN) in New York City, organised by WUSME together with the *Women Entrepreneurship Platform* (WEP) and the *Union of Hungarian Women* (UHW), held on Wednesday 19 March 2025, as well as participation in *COP30* (United Nations Climate Change Conference) in Belém (Brazil) in November, where the Association held a side event and exhibit.

Still within the sphere of organisations belonging to the United Nations system, the Association has been able to continue its relations with the FAO (the Food and Agriculture Organisation of the United Nations) thanks to a number of meetings held by the WUSME President, both virtually and in person during the *World Food Forum* in Rome and *COP30* in Brazil, where opportunities for collaboration in areas of common interest were discussed with a view to identifying a project on agriculture, nutrition and food security.

During 2025, the Association carried out its usual activities, starting with the organisation of various institutional events, in hybrid or virtual mode, including the General Assembly of Members, the meetings of the Board of Directors and the meetings of the Permanent Commissions.

Of particular note was the Executive Committee meeting held in the Republic of San Marino on 19 May. It was also an opportunity to attend the commemorative event held on 20 May in honour of Gian Franco Terenzi, founder and first president of the Association, on the fifth anniversary of his passing, who was also remembered for the other important roles he held during his lifetime, as an entrepreneur, a man of the institutions and a sincere friend of the Chinese people.

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For 2026, the Association plans to maintain its active presence in the international arena, interacting with international institutions and related SME organisations, participating in scheduled initiatives and carrying out its usual communication activities through its newsletter, with a view to further expanding its network of collaborative relationships.

President Terenzi Barbara thanks all the officers who supported and made possible all the activities carried out during 2025, listed below: Honorary President, Headquarters, Executive Board, Senators, Standing Committee on Economic and Financial Affairs, Standing Committee on Social Affairs and Women's Entrepreneurship, Committee for the Development of MSMEs, Special Representatives, Ambassadors and Members.

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PERIOD UNDER REPORT

According to the Articles of Association the fiscal year of WUSME ends with the 31st December of each year the WUSME ANNUAL REPORT FOR THE YEAR 2025 shall comprise the Period of Report from 01/01/2025 and end on 31/12/2025.

MEETINGS OF THE ASSOCIATION'S BODIES

ANNUAL GENERAL MEETING OF THE MEMBERS

4 April 2025

The WUSME General Meeting of the Members was held on 4th April 2025 in presence in San Marino and via videoconference, to examine and approve the Annual Report and financial statements for the year 2024.

MEETINGS OF THE BOARD

MEETING OF THE BOARD

27 January 2025

The Board of Directors of the WUSME Association held a meeting on January 27, 2025, at the registered and operational headquarter in San Marino and via videoconference, to provide an update on WUSME's participation in CSW69 and to review WUSME's activities scheduled for the first quarter of 2025.

MEETING OF THE BOARD

7 March 2025

The Board of Directors of the WUSME Association met on the 7th of March 2025, at the registered and operational headquarter in San Marino and by videoconference, to examine and approve the Annual Report and draft budget for the year 2024 in anticipation of the General Meeting of the Members to be convened shortly and consider the proposals by the President and Board Members for the year 2025.

MEETING OF THE BOARD

6 May 2025

The Board of Directors of the WUSME Association met on the 6th of May 2025, at the registered and operational headquarter in San Marino and by videoconference, for an update on current activities and an assessment of proposed future activities. The meeting then moved on to approve the 2021-2024 Quadrennial Report for UN-ECOSOC.

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MEETING OF THE BOARD

19 May 2025

The Board of Directors of the WUSME Association met on the 19th of May 2025, at the Grand Hotel San Marino and by videoconference, to share messages in commemoration of the Founder President Gian Franco Terenzi, ahead of the fifth anniversary of his passing. They then discussed the Association's future development.

MEETING OF THE BOARD

30 June 2025

The Board of Directors of the WUSME Association met on the 30th of June 2025, at the San Marino headquarter and via videoconference, to share updates on ongoing activities and those planned for the second half of 2025 as well as review the position of some Ambassadors.

MEETING OF THE BOARD

1 August 2025

A meeting of the Board of Directors of the WUSME Association was held on the 1st of August 2025, at the San Marino headquarter and via videoconference, to discuss updates on the participation of WUSME in COP30 and proposals received at the Headquarter.

MEETING OF THE BOARD

2 October 2025

A meeting of the Board of Directors of the WUSME Association was held on the 2nd of October 2025, at the San Marino headquarter and via videoconference, to share updates on participation in COP30 and endorse the Global Compact document, as well as the two Written Declarations for the United Nations Conferences CSOCD64 and CSW70.

MEETING OF THE BOARD

22 October 2025

A meeting of the Board of Directors of the WUSME Association was held on the 22nd of October 2025, at the San Marino headquarter and via videoconference, to share updates on the participation of WUSME in the World Food Forum at FAO headquarters in Rome, where it was possible to meet with FAO officials. Discussions also focused on the upcoming participation in COP30.

MEETING OF THE BOARD

15 December 2025

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A meeting of the Board of Directors of the WUSME Association was held on the 15th of December 2025, at the San Marino headquarter and via videoconference, to share updates on the participation of WUSME in the UNIDO side event during the CIIE in Shanghai, and its participation in COP30 through side event and exhibit. Changes to the Ambassadorial positions and future activities for the first quarter of 2026 were also discussed.

PERMANENT COMMISSIONS

MEETINGS OF THE PERMANENT COMMISSION ON ECONOMIC-FINANCIAL ISSUES

19 September 2025

The Permanent Committee on Economic and Financial Matters of the WUSME Association held a meeting on the 19th of September 2025 to collect input for written statements to be submitted to the CSocD64 (64th session of the UN Commission on Social Development) and the CSW70 (2026) (70th session of the UN Commission on the Status of Women).

MEETINGS OF THE PERMANENT COMMISSION ON SOCIAL ISSUES AND WOMEN'S ENTREPRENEURSHIP

17 September 2025

The Permanent Committee on Social Issues and Women's Entrepreneurship of the WUSME Association held a meeting on the 17th of September 2025 to contribute to written statement to be submitted to the CSW70 (2026) (70th session of the UN Commission on the Status of Women).

MEETINGS OF THE PERMANENT COMMISSION ON SMEs DEVELOPMENT

18 September 2025

The Permanent Commission on On SME Development, briefly "CSMED", of the WUSME Association held a meeting on the 18th of September 2025 to collect input for written statements to be submitted to the CSocD64 (64th session of the UN Commission on Social Development) and the CSW70 (2026) (70th session of the UN Commission on the Status of Women).

INFORMATION, PUBLIC RELATIONS AND SERVICES

Below is a summary of the communication activity:

1. In 2025, 23 newsletters were distributed to the network;

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2. The website (www.wusme.org), has been constantly updated with WUSME news and news on small and medium-sized businesses and crafts around the world;
3. WUSME is present on various social channels: Facebook, Twitter, Instagram and LinkedIn page.

WRITTEN STATEMENTS SUBMITTED IN 2025

During 2025, the following statements have been submitted:

- WUSME Written Statement for the 64th Session of the United Nations Commission on Social Development (CSocD64)
- WUSME Written Statement for the 70th Session of the United Nations Commission on the Status of Women (CSW70)
- Communications on Engagement 2023-2025 for Global Compact
- Quadriennial Report 2021-2024 for UN-ECOSOC

WUSME's ACTIVITIES IN YEAR 2025

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WUSME PARTNER OF THE INTERNATIONAL FORUM FOR IMPACT INVESTING IN HONG KONG

7 January 2025

On January 7, WUSME joined the International Forum for Impact Investing in Hong Kong as Partner and Co-Host of the initiative, together with other Organizations including UNIDO ITPO Shanghai and the United Nations Climate Change Global Innovation Hub, at the invitation of the Finance Center for South South Cooperation. On this occasion, WUSME Board Member Dr. George Lam spoke in the morning keynote session on "Megatrends and Impactful Investment Actions". Opening his speech, Dr. Lam said: *"I am delighted to represent World Union of Small and Medium Enterprises (WUSME) to speak today on the pivotal roles that Sovereign Wealth Funds, Family Offices, and Listed Companies play in driving impact investment globally and their impact on SMEs and start-ups. As we confront pressing challenges like climate change, social inequality, and economic instability, these entities possess significant capital and the influence needed to catalyze positive change from which SMEs and start-ups can benefit."* At the invitation of Dr. Lam, the Forum also attended by a WUSME delegation of Entrepreneurs expert in the finance and technology sectors who had fruitful exchanges and contributed to the discussions held in the afternoon panel dedicated to "New Technologies Promote Investment Impacts".

WUSME PARTNER AT THE AIMA 14TH MSMEs CONVENTION

23 January 2025

WUSME participated in the 14th National MSME Convention of the All India Management Association (AIMA) held on 23-24 January 2025 in the city of Cochin in Kerala (India) in collaboration with the Kerala State Small Industries Association. The invitation to join and support the Convention came from WUSME Director Dr. J.S. Juneja, who is also Chairman of the MSME Commission and Past President of the AIMA. The Forum this year focused on the theme *"Building Sustainable MSMEs: Driving Inclusive Growth through Innovation and Technology"*. On the occasion, President Barbara Terenzi conveyed a message of greeting and support for the initiative, in which she recalled WUSME's commitment to supporting SMEs and Crafts in addressing climate adaptation and energy transition, also within the value chains they belong to, as also highlighted in the SIDE EVENT held at COP29 on the theme *"SMEs and industry: Net Zero transition, imperatives for the Global South, new capabilities and methodologies"*. In her statement, she underlined how *"In a global context of strong evolution, it is important that SMEs adopt resilient and innovative strategies in value chains. We need to establish guidelines that provide the appropriate tools to guarantee access to finance and technology and empower SMEs in the green transition, especially in developing countries."* The President concluded her message congratulating the AIMA for the full success of the Convention on MSMEs, in view of further advancing the fruitful collaboration between the two Organizations for the benefit of micro, small and medium-sized enterprises.

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WUSME FOCUS ON AGRICULTURE AND FOOD SECURITY IN AFRICA

7 February 2025

A Congress on the theme “Agriculture and Food Security in Africa: Financing and Training to Unleash Youth Potential and Boost Employment” was held in Paris on February 7, organized at the initiative of WUSME Board Member Michel Fossaert and WUSME Senator Liliane Massala. Several Ministers and Ambassadors from various African countries, including Ivory Coast, Senegal, Cape Verde, Gabon, Benin and the Democratic Republic of Congo, as well as Representatives of international institutions such as OECD, UNIDO and IFAD, and actors from the agricultural sector attended and took the floor to address key issues such as innovative and inclusive financing, strengthening technical and professional training, agricultural entrepreneurship and the integration of young people into value chains. In his speech, Mr. Fossaert had the opportunity to recall how the idea of working on new and innovative ways of financing SMEs in Africa matured following his participation in a UNCITRAL session in Vienna in 2021, as a WUSME Delegate, on how to improve SMEs’ access to credit. At the end of the event, Ms. Massala remarked, in a note, how this mobilization represents the strong common commitment to ensuring sustainable food security in Africa and offering opportunities to young people. WUSME congratulates the success of the event which is in line with the mission pursued by WUSME to support SMEs in developing countries in key sectors such as agriculture in view of its importance for food security and nutrition.

WUSME at the Conference on “SUSTAINABILITY EARTH-WATER-AIR-FIRE”

7 February 2025

WUSME President Barbara Terenzi and Board Member Giorgio Battistini attended the Conference held in Parma (Italy) on February 7 on “SUSTAINABILITY EARTH-WATER-AIR-FIRE”, at the invitation of WUSME Ambassador Armando Caroli. The Conference aimed at highlighting the systemic approach needed in key areas for the Sustainable Development in the environmental, economic and social fields, as well as to raise awareness of their real perception by the community. During the proceedings, examples of best practices and successful actions implemented by companies, institutions and communities were presented. Several institutional delegates representing local authorities, universities and research and service centers, such as the CNR (National Research Council of Italy) and the IREN (Leading multi-utility Group in Italy), as well as business Leaders and Entrepreneurs attended the Conference and contributed as Speakers. Mr. Caroli, who on this occasion coordinated the Conference activities as President of the Rotary Club Eco Passport D2072, underlined the importance of creating and spreading a culture and awareness of sustainability, to be achieved with clear ideas and broad & complementary projects which should transversally cover different economic-social areas and segments of the community. WUSME has been pleased to take part in the initiative, sharing the commitment and the perspective of promoting a systemic Sustainability, as also indicated by the United Nations Agenda 2030.

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WUSME WITH UNAS AND CONFARTIGIANATO IMPRESE IN THE REPUBLIC OF SAN MARINO

10 February 2025

At the invitation of the National Union of Artisans and SMEs of San Marino (UNAS), on February 10th 2025, President Barbara Terenzi took part in the private audience with the Captains Regent (Heads of State) of the Republic of San Marino together with Confartigianato Imprese. WUSME Senator Ivano Spallanzani was also attending the event. In her message to the Captains Regent, WUSME President recalled the stature of her father Gian Franco Terenzi, Founder and historic President of WUSME and the anniversary, in 2025, of the 15th year since the foundation of the Association. In the setting of Palazzo Mercuri, seat of the Secretariat of State for Industry, Crafts and Commerce, a Memorandum of Understanding between WUSME and UNAS was signed. In this regard, in her speech, President Terenzi noted "We are pleased to have the opportunity to explore how to support Crafts and SMEs, sharing experiences and projects that strengthen economy, society and cultural values in a common vision for the future. Collaboration between all relevant Parties is certainly important to jointly address the many challenges affecting the Small and Medium Enterprises and Crafts".

WUSME participates in the CSW69

10-21 March 2025

WUSME took part in the 69th session of the UN Commission on the Status of Women (CSW69), which held at the UNHQ in New York City from March 10 to 21, contributing with a written statement on "Women 2000: gender equality, development and peace for the twenty-first century" and a Parallel Event held within the framework of the Forum for the Accredited NGOs.

The Parallel Event entitled "*STEM Empowering Women: Unlocking Access to Finance and Innovation*" and organized by WUSME together with the Women Entrepreneurship Platform (WEP) based in Brussels and the Union of Hungarian Women (UHW) Association (UHW) based in Budapest, took place on Wednesday, March 19th 2025 at the Church Center of the United Nations (CCUN) in New York City.

Present at the Parallel Event on behalf of WUSME were President Barbara Terenzi, Dr. Pauline Crawford from Las Vegas (USA), Chair of the Permanent Commission on Social Issues and Women's Entrepreneurship, and Ms. Fran Pastore, WUSME Ambassador to Connecticut (USA), who addressed respectively the topics "*Breaking Barriers: the Past, Present, and Future of Women's Access to Capital*" and "*Mentorship – A Catalyst for Women's Entrepreneurial Success.*" The panel was moderated by Dr. Carlos Carrión-Crespo, Specialist in Labor Relations in Public Administration at the International Labor Organization.

A virtual presentation, made in collaboration with the WUSME Permanent Commission on Social Issues and Women's Entrepreneurship, was also projected to bring experiences and best practices from Representatives based in different regions of the world.

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At the end of the Parallel Event, a joint Manifesto has been signed by the three Partner Organizations with a call to action, addressed to the United Nations, the European Parliament and all national bodies and organizations, in promoting women's emancipation through the development of entrepreneurial skills, improving access to finance and developing innovation capacities in STEM fields.

On the sidelines of the Parallel Event, the three Partner Organizations signed Cooperation Agreements, sharing the awareness of the power and potential of women entrepreneurs and the will to support them together.

WUSME'S CONTRIBUTION TO THE DR. JUNEJA AWARD

3 April 2025

Within the scope of the ongoing fruitful collaboration between the AIMA (All India Management Association) and the WUSME, President Barbara Terenzi has been invited to be Jury member in the Jury Meeting for the '*AIMA – Dr. J.S. Juneja Award for Creativity and Innovation for Micro Small and Medium Enterprises*' which took place last April 3rd in hybrid mode.

The AIMA – Dr. J. S. Juneja Award for Creativity and Innovation for Micro, Small & Medium Enterprises (MSMEs) is an annual accolade presented by the All India Management Association (AIMA) in collaboration with Dr. J. S. Juneja, Past President of AIMA and Former Chairman of the National Small Industries Corporation (NSIC), as well as WUSME Board Member, for his extensive experience and excellence in SME development and innovation. The Award, in fact, aims to recognize and honor MSMEs that have demonstrated exceptional creativity and innovation in their operations. The jury, comprising esteemed professionals and experts in the fields of management, entrepreneurship, and industry, evaluated the applications based on criteria like the novelty and impact of the innovation, financial performance, quality standards, and overall contribution to the industry, with the goal was to identify MSMEs exemplifying outstanding creativity and innovation, thereby contributing significantly to their sectors. WUSME President Barbara Terenzi contributed to the jury work bringing with her international perspective and added value to the final decision-making process to select the winner company Neuro Equilibrium, India's Largest & Most Advanced Chain of Vertigo Treatment Clinics, which received the Award on 15th April 2025 at AIMA's 10th National Leadership Conclave in the presence of over 200 Captains of Business & Industry, Government Representatives, Ambassadors and Media. President Barbara Terenzi is grateful to the AIMA for the opportunity given, in which WUSME had the chance to participate in an initiative aimed at recognizing and encouraging innovation among SMEs, and congratulates the company winner of the award.

WUSME PARTNER OF THE AIM CONGRESS 2025

7-9 April 2025

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WUSME participated in the 14th edition of the ANNUAL INVESTMENT MEETING Congress (AIM Congress 2025), held in Abu Dhabi from 7 to 9 April 2025, as International Partner, actively contributing to the discussions focused on topics of interest and current issues for SMEs.

Mr. Enrico De Barbieri, WUSME Ambassador in the Principality of Monaco, attended the Congress as Delegate and Speaker on behalf of the Organization to take the floor in the session on the topic “Leadership Development Lab: Cultivating Skills for Future SME Leaders” as part of the Entrepreneur Portfolio.

In his speech, Mr. De Barbieri recalled the history of the World Union of Small and Medium Enterprises and its recent participations in various international fora, thus demonstrating the importance of networking enterprises, especially in today’s dynamic and complex environment.

Talking further about the topic of the session, he remembered the success story of the Founder and first President of WUSME, Gian Franco Terenzi, as unique example of effective leadership, real-world insight with his vision always up-to-date and inspiration for Future SME Leaders,

WUSME looks forward to keep contributing to AIM Congress in its next edition 2026 and collaborating with AIM Foundation in exploring and identifying opportunities for investments and partnerships in SMEs related projects and areas of common interest.

COMMEMORATION OF THE HISTORIC PRESIDENT GIAN FRANCO TEREZI

20 May 2025

A meeting of the Board of Directors was held on May 19 in the Republic of San Marino in the presence of President Barbara Terenzi, Board Members Giorgio Battistini, Michel Fossaert, Vinod Kumar, Daniel M. Ssubi, Bernadette Ouedraogo, Rodrigo Varela and WUSME Senator Liliane Massala with Dr. Lam joining virtually. The occasion was also opportunity to participate in the commemorative event held on May 20, in honor of Gian Franco Terenzi, Founder and first President of the Association, on the fifth anniversary of his demise. The initiative was organized by the San Marino – China Friendship Association, which Gian Franco Terenzi has been promoter and first President of, as protagonist of the important relations with China. In the morning, an audience with the Their Excellences the Captains Regent (Heads of State) of the Republic of San Marino was held. During the evening, commemorative videos and speeches accompanied by the San Marino Concert Band with Chinese artists were broadcast. WUSME Senator Ivano Spallanzani was also present and took the floor as well as other messages of esteem and consideration were expressed for the prominent figure of the late President, recalling his dynamism, dedication and foresight.

WUSME AT THE UNIDO DAY 2025 IN SHANGHAI

12 June 2025

WUSME joined, as Supporter Organization, the UNIDO DAY 2025 held on June 12 in Shanghai during of the 11th China International Technology Fair. The invitation to take part in the initiative came from

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UNIDO ITPO Shanghai, the UNIDO Investment and Technology Promotion Office, continuing the fruitful cooperation developed in recent collaborations. The Forum, hosted by UNIDO and organized by UNIDO ITPO Shanghai in collaboration with Shanghai Foreign Invested Enterprises Service Co., aimed at highlighting global cooperation and open innovation, bringing together experts from the public and private sectors to explore innovation and decarbonization pathways and showcase UNIDO tools and methodologies, future technological applications and innovative solutions. Echoing the theme of the 11th CSITF, “Open up and Global Cooperation: Empowering New Quality Productive Forces and Sustainable Development”, UNIDO Day 2025 is centered on “Global Cooperation Inspiring Open Innovation for Industry & SDG”, calling for a new era of sustainable development driven by New Quality Productive Forces, including both digital transformation and green transformation technologies, which are reshaping the future of industry. WUSME President Barbara Terenzi contributed to the proceedings of the Forum with a video message in which she conveyed her greetings and reiterated the support of the World Union of Small and Medium-sized Enterprises to this important annual event. In her speech, she highlighted how the theme of this year’s UNIDO DAY is in line with WUSME’s commitment to promoting SME innovation and recalled the importance of technology and innovation in helping SMEs and value chains accelerate their digital and green transformation to achieve sustainable industrial growth also through public-private collaboration. Finally, congratulating UNIDO and all partners for the full success of the initiative, she expressed her ambition to continue promoting together a more sustainable, prosperous and technologically advanced future.

WUSME CELEBRATES MSME DAY 2025

Jun27

WUSME joins the United Nations and Partner Organizations in celebrating the International Day of Micro, Small and Medium-sized Enterprises (MSMEs) (27 June) which this year focuses on the theme “*Enhancing the role of MSMEs as Drivers of Sustainable Growth and Innovation*”. Micro, small and medium-sized enterprises (MSMEs) are vital drivers of innovation, employment and local development, providing essential income and jobs to women, youth and vulnerable communities, however, they face persistent and emerging challenges such as limited access to finance, rising costs, market uncertainty and high vulnerability to external shocks. MSME Day 2025 comes at a crucial time and in an increasingly unstable and volatile global context, characterized by geopolitical tensions, digital transformation and growing environmental pressures. For these enterprises to continue to thrive in challenging times and reach their full potential, a collective and joint commitment is needed to promote the conditions necessary for their greater resilience and sustainable development. In this sense, access to finance, capacity building and support for innovation and digital transformation are key factors.

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in Consultative Status with UN ECOSOC since 2013 and UNIDO since 2020

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website: www.wusme.org e-mail: info@wusme.org



WUSME AT THE AFRICA TRADE & INVESTMENT CONFERENCE IN TANZANIA

9-11 July 2025

From 9 to 11 of July The Africa Trade & Investment Conference (ATIC) 2025 took place in Dar es Salam, Tanzania, as premier international platform to drive trade, foreign direct investment, and cross-border business partnerships across Africa. The conference was attended by H.E. Dr Selemani Saidi Jafo, Minister of Industry & Trade of the United Republic of Tanzania and brought together institutional representatives from many African countries, private sector executives, and global investors to catalyze economic transformation through shared opportunities. Dr. Pauline Crawford, Chair of the Permanent Commission for Social Issues and Female Entrepreneurship of WUSME, took part in the Conference and had the opportunity to introduce the World Union of Small and Medium Enterprises to the international delegates and underline its particular attention towards MSMEs in developing countries, such as Africa. Anchored in Tanzania's Vision 2050, the African Union's Agenda 2063, and the AfCFTA (African Continental Free Trade Area), this event aimed at repositioning Africa within global markets, strengthen intra-African trade, and highlight Tanzania's strategic position as a gateway to East and Southern Africa.

WUSME AT THE SHANGHAI DIALOGUE & CHAMBERS SALON 2025

19 September 2025

On 19 September 2025, WUSME, represented by Ms. Yang Rongyong, board member of the association, took part for the second consecutive year in the *Dialogue between Diplomats and Private Entrepreneurs & Chinese and Foreign Chambers of Commerce Salon*, held in Shanghai Pudong. The event has become a key platform fostering exchanges between Shanghai's private entrepreneurs and international partners. This year's edition gathered a remarkable number of high-level institutional representatives, including Consuls General from more than 20 countries – among them Finland, Turkey, Mexico, Canada, India, the United States, and Australia – together with senior officials from the Shanghai Municipal People's Government and the Pudong New Area Administration. Alongside the diplomatic presence, the Salon hosted over 80 enterprises and more than 60 organizations, ranging from leading technology companies and financial institutions to chambers of commerce and international organizations such as. Several cooperation agreements were signed, further enhancing cross-border partnerships. By joining this prestigious platform, WUSME reaffirmed its commitment to strengthening dialogue and cooperation with international business communities and supporting SMEs in global markets.

WUSME JOINS THE UNIDO WORKSHOP SHOWCASES GREEN COMPETITIVENESS AND INNOVATION IN CARBON-NEUTRAL TECHNOLOGIES

29 September 2025

On September 29th, 2025, the "From Emission to Solutions | UNIDO IDDI Enabling Global Green

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Competitiveness for Enterprises” Project Evaluation Workshop was successfully held in Shanghai, hosted by the United Nations Industrial Development Organization (UNIDO) and organized by UNIDO ITPO Shanghai. WUSME participated as observer, represented by Ms. Rongyong Yang, a member of the board of directors. The event gathered over fifty representatives from international organizations, government departments, research institutions, investors, and technology enterprises. Twelve companies presented their innovative low-carbon solutions, with three projects selected as champions across the Energy, Industrial Manufacturing, and Integrated Solutions sectors. The awarded projects addressed key areas such as waste heat recovery, carbon capture, green power applications, and low-carbon construction materials, reflecting China’s growing leadership in advancing global green technologies. Champion projects included the “New Building Envelope in the Energy Transition” by BIPV Arctech Solar, “Economical and Energy-Saving Mesoporous Thermal Insulation Material” by Shanghai Uninano Advanced Materials Technology, and the “New Type of Sintering-Free Low-Carbon Cementitious Material Project” by Beike Yunhong Environmental Technology (Beijing) Co., Ltd. The workshop also featured exhibitions and matchmaking sessions to foster collaboration among enterprises, investors, and local governments. Discussions highlighted UNIDO’s pivotal role in promoting sustainable industrial development and international cooperation in green innovation. Our representative, Ms. Yang took the floor to introduce WUSME and ask some questions about the road show projects. At the end of the event, Zhao Xiaolei, Head of UNIDO ITPO Shanghai, reaffirmed the organization’s mission to help Chinese enterprises go global and contribute innovative solutions to global climate governance. WUSME’s participation underscored its ongoing commitment to supporting international dialogue and cooperation for sustainable industrial transformation and the advancement of green technologies.

WUSME IN ROME AT THE FAO HEADQUARTERS FOR THE WORLD FOOD FORUM

16 October 2025

WUSME congratulates FAO for the many initiatives undertaken to celebrate its 80th Anniversary under the World Food Forum (WFF), taking place at the FAO Headquarters in Rome from 14 to 17 October 2025. This year’s event marks a milestone: the 80th Anniversary of FAO, commemorated through a week of global dialogue, knowledge exchange and solution-driven collaboration, all guided by the theme “*Hand in Hand for Better Foods and a Better Future*” and FAO’s four pillars: better production, better nutrition, better environment and better life. On October 16, World Food Day, a WUSME delegation led by President Barbara Terenzi has taken part in the activities of the World Food Forum and held meetings with FAO officials.

CIIE SHANGHAI EVENTS AND CONFERENCE

6 November 2025

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The World Union of Small and Medium Enterprises (WUSME) was invited by UNIDO to the Side Event held on November 6, in Shanghai on the theme “*Openness · Innovation · Future—cutting-edge technology and cross-border investment opportunities*” during the 8th China International Import Expo (CIIE), taking place from November 5 to 10, 2025, in Shanghai. On this occasion, President Barbara Terenzi delivered an opening message, introducing the organization and highlighting the crucial role of small and medium enterprises, especially in the face of global challenges such as climate change, also in view of the upcoming participation in COP30, to be held soon in Brazil.

WUSME at the COP30 Side Event on the Role of SMEs

17-20 November 2025

WUSME participated in the official COP30 Side Event in Belém, Brazil, on November 18, along with other organizations. Speakers included Jacopo Bencini (EUI Carbon Markets Hub), Simone Borghesi (EUI), and Stefano De Clara (ICAP), who presented the latest developments in carbon markets, from emerging international agreements to the role of offsets in emissions trading systems. In the second part, moderator Robert Tippman (BVEK) brought together participants from Korea, China, and WUSME. Suh-Yong Chung (SILA) analyzed the mechanisms of Article 6 within the Korean NDC framework, while Yuyuan Weng (Tsinghua) illustrated the evolution of the Chinese ETS, now active in four sectors and expanding. President Barbara Terenzi (WUSME) represented SMEs, highlighting obstacles and opportunities for a more equitable access to carbon markets and WUSME’s role in supporting enterprises. The Side Event recorded high participation, confirming the growing interest in more inclusive, effective carbon markets capable of generating concrete benefits for sustainable development.

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