

# THINK SME

World Union of Small and Medium Enterprises



**SME BUSINESS  
BEYOND BORDERS**



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## EDITORIAL

President  
Gian Franco Terenzi

# Internationalization, an opportunity for SMEs



*In today's market, Small and Medium Enterprises represent a driving force for sustainable and inclusive economic growth*

Happy New Year to you all.

2017, which has just ended, has been for WUSME a year full of opportunities for exploration and implementation of projects in support of Small and Medium Enterprises and Crafts and their development. We believe that 2018 will be certainly profitable and a year of great growth for WUSME in consideration of the initiatives, programs and events put in place to support SMEs.

In a global market with increasingly complex scenarios, Small and Medium Enterprises represent a driving force for sustainable and inclusive economic growth.

Thanks to the flexibility of their production facilities, SMEs can, in fact, easily adapt to market changes, stimulate competition and promote employment. Furthermore, by developing productive and diversified economic activities, SMEs are an important driver of innovation and have the potential to stimulate sustainable growth at the international level.

In the era of globalization, access to the web and digitalization, businesses, and particularly Small and Medium Enterprises, are unquestionably called to act beyond national borders: thinking globally helps SMEs to take advantage of new opportunities for business coming from foreign markets as well as stimulating their competitiveness. However, many small businesses still struggle to expand their business beyond national borders and largely depend on their internal market.

The process of internationalization, if carried out in a strategic and planned manner, determines, in fact, an increase in competitiveness, at business level, which translates into an improvement and growth in a context of sustainable development. Above all, it supports the ability of companies to survive in the long run. In this historical moment, in which the economic crisis has brought many small and medium-sized companies on their knees, the process of internationalization in general of enterprises, to overcome the critical situation, represents a real opportunity. However, operating abroad, despite the important opportunities opening up, is still a difficult step for the majority of smaller companies, as they often are less equipped than larger companies, with regard to their internal skills and financial and human resources available. According to a recent study of the World Bank, over 50% of SMEs do not have access to credit, factor which prevents their growth.

One key area, in which our financial organizations and institutions will put their efforts into, will be precisely improving access to loans and finance for SMEs.

The action of WUSME, and consequently the international recognition achieved, is carried out with the aim to support the development of SMEs, and in particular their ability to access investment projects, encourage international business partnerships, facilitate trade across borders and transfer innovative technologies, especially those which provide benefits to less privileged economies. International free trade and promotion of exports will, in fact, be fundamental to reach the next phase of economic development.



# WUSME

## THINK SME

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THINK SME Number 3  
January - March / Year 2018

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# Summary



**5**



**12**

- 5** Global Economy to edge up to 3.1 percent in 2018, but future potential growth a concern  
The World Bank forecasts for the new year
- 8** 5 Ways Europe Prioritizes SMEs  
In the past few years alone, the SMEs created around 85% of new jobs
- 10** African experts urge incentives to boost uptake of green finance by SMEs  
The goal is to allow the continent to achieve
- 12** Enterprise in focus:  
Fly Vision, the future brand display  
The company is producing and trading self-developed products
- 14** New Emerging Micro Finance Sources  
Edit by Norbert W. Knoll von Dornhoff - WUSME General Secretary
- 15** WUSME's new Commitment on Engagement for the UN Global Compact  
The Organization illustrates how it has promoted the respect for the 10 principles by enterprises in the last two years of activity
- 16** WUSME delegation in New Delhi  
The Organization met Indian Minister for SMEs
- 20** SME's NEWS  
South African, Chinese banks sign deal to fund SMEs in Africa  
Published by China Daily
- 21** Membership application form  
Arrangements for affiliate: Natural Person, Enterprise and Organizations



# Global Economy to edge up to 3.1 percent in 2018, but future potential growth a concern

After a growing 2017, here there are the forecasts for the new year made official by World Bank

WASHINGTON - January 9th, 2018 - The World Bank forecasts global economic growth to edge up to 3.1 percent in 2018 after a much stronger-than-expected 2017, as the recovery in investment, manufacturing, and trade continues, and as commodity-exporting developing economies benefit from firming commodity prices.

However, this is largely seen as a short-term upswing. Over the longer term, slowing potential growth - a measure of how fast an economy can expand when labor and capital are fully employed - puts at risk gains in improving living standards and reducing poverty around the world, the World Bank warns in its January 2018 *Global Economic Prospects*.

Growth in advanced economies is expected to moderate slightly to 2.2 percent in 2018, as central banks gradually remove their

post-crisis accommodation and as an upturn in investment levels off. Growth in emerging market and developing economies as a whole is projected to strengthen to 4.5 percent in 2018, as activity in commodity exporters continues to recover.

"The broad-based recovery in global growth is encouraging, but this is no time for complacency," World Bank Group President Jim Yong Kim said. "This is a great opportunity to invest in human and physical capital. If policy makers around the world focus on these key investments, they can increase their countries' productivity, boost workforce participation, and move closer to the goals of ending extreme poverty and boosting shared prosperity."

2018 is on track to be the first year since the financial crisis that the global economy will be operating at or near full capacity. >



2018 is on track to be the first year since the financial crisis that the global economy will be operating at or near full capacity.



Table 1.1 Real GDP<sup>1</sup>  
(Percent change from previous year)

	2015	2016					Percentage point differences from June 2017 projections		
			2017e	2018f	2019f	2020f	2017e	2018f	2019f
World	2.8	2.4	3.0	3.1	3.0	2.9	0.3	0.2	0.1
Advanced economies	2.2	1.6	2.3	2.2	1.9	1.7	0.4	0.4	0.2
United States	2.9	1.5	2.3	2.5	2.2	2.0	0.2	0.3	0.3
Euro Area	2.1	1.8	2.4	2.1	1.7	1.5	0.7	0.6	0.2
Japan	1.4	0.9	1.7	1.3	0.8	0.5	0.2	0.3	0.2
Emerging market and developing economies (EMDEs)	3.6	3.7	4.3	4.5	4.7	4.7	0.2	0.0	0.0
Commodity-exporting EMDEs	0.4	0.8	1.8	2.7	3.1	3.1	0.0	0.0	0.2
Other EMDEs	6.1	5.9	6.0	5.7	5.7	5.7	0.3	0.0	-0.1
Other EMDEs excluding China	5.2	4.9	5.1	4.8	5.1	5.1	0.5	-0.1	0.0
East Asia and Pacific	6.5	6.3	6.4	6.2	6.1	6.0	0.2	0.1	0.0
China	6.9	6.7	6.8	6.4	6.3	6.2	0.3	0.1	0.0
Indonesia	4.9	5.0	5.1	5.3	5.3	5.3	-0.1	0.0	-0.1
Thailand	2.9	3.2	3.5	3.6	3.5	3.4	0.3	0.3	0.1
Europe and Central Asia	1.0	1.7	3.8	2.9	3.0	3.0	1.3	0.2	0.2
Russia	-2.8	-0.2	1.7	1.7	1.8	1.8	0.4	0.3	0.4
Turkey	6.1	3.2	6.7	3.5	4.0	4.0	3.2	-0.4	-0.1
Poland	3.8	2.9	4.5	4.0	3.5	3.1	1.2	0.8	0.3
Latin America and the Caribbean	-0.6	-1.5	0.9	2.0	2.6	2.7	0.1	-0.1	0.1
Brazil	-3.5	-3.5	1.0	2.0	2.3	2.5	0.7	0.2	0.2
Mexico	3.3	2.9	1.9	2.1	2.6	2.6	0.1	-0.1	0.1
Argentina	2.6	-2.2	2.7	3.0	3.0	3.2	0.0	-0.2	-0.2
Middle East and North Africa	2.8	5.0	1.8	3.0	3.2	3.2	-0.3	0.1	0.1
Saudi Arabia	4.1	1.7	0.3	1.2	2.1	2.2	-0.3	-0.8	0.0
Iran, Islamic Rep.	-13.3	13.4	3.6	4.0	4.3	4.3	-0.4	-0.1	0.1
Egypt, Arab Rep. <sup>2</sup>	4.4	4.3	4.2	4.5	5.3	5.8	0.3	-0.1	0.0
South Asia	7.1	7.5	6.5	6.9	7.2	7.2	-0.3	-0.2	-0.1
India <sup>3</sup>	8.0	7.1	6.7	7.3	7.5	7.5	-0.5	-0.2	-0.2
Pakistan <sup>2</sup>	4.1	4.5	5.3	5.5	5.8	6.0	0.1	0.0	0.0
Bangladesh <sup>2</sup>	6.6	7.1	7.2	6.4	6.7	6.7	0.4	0.0	0.0
Sub-Saharan Africa	3.1	1.3	2.4	3.2	3.5	3.6	-0.2	0.0	0.0
South Africa	1.3	0.3	0.8	1.1	1.7	1.7	0.2	0.0	-0.3
Nigeria	2.7	-1.6	1.0	2.5	2.8	2.8	-0.2	0.1	0.3
Angola	3.0	0.0	1.2	1.6	1.5	1.5	0.0	0.7	0.0
Memorandum items:									
Real GDP <sup>1</sup>									
High-income countries	2.3	1.7	2.2	2.2	1.9	1.8	0.3	0.3	0.2
Developing countries	3.6	3.8	4.5	4.7	4.8	4.9	0.2	0.0	-0.1
Low-income countries	4.7	4.5	5.1	5.4	5.5	5.7	-0.3	-0.4	-0.3
BRICS	4.0	4.4	5.2	5.3	5.4	5.4	0.2	0.1	0.0
World (2010 PPP weights)	3.3	3.2	3.7	3.7	3.7	3.7	0.3	0.1	0.0
World trade volume <sup>4</sup>	2.7	2.3	4.3	4.0	3.9	3.8	0.3	0.2	0.1
Commodity prices									
Oil price <sup>5</sup>	-47.3	-15.6	23.8	9.4	1.7	1.7	0.0	3.7	-3.7
Non-energy commodity price index	-15.0	-2.6	4.9	0.6	0.8	1.2	0.9	-0.1	-0.2

January 2018 Global Economic Prospects Table 1.1 Real GDP

>

With slack in the economy expected to dissipate, policymakers will need to look beyond monetary and fiscal policy tools to stimulate short-term growth and consider initiatives more likely to boost long-term potential.

The slowdown in potential growth is the result of years of softening productivity growth, weak investment, and the aging of the global labor force. The deceleration is widespread, affecting economies that account for more than 65 percent of

global GDP. Without efforts to revitalize potential growth, the decline may extend into the next decade, and could slow average global growth by a quarter percentage point and average growth in emerging market and developing economies by half a percentage point over that period.

“An analysis of the drivers of the slowdown in potential growth underscores the point that we are not helpless in the face of it,” said World Bank Senior Director for Development Economics, Shantayanan Devarajan. “Reforms that promote quality education and health, as well as

improve infrastructure services could substantially bolster potential growth, especially among emerging market and developing economies. Yet, some of these reforms will be resisted by politically powerful groups, which is why making this information about their development benefits transparent and publicly available is so important.”

Risks to the outlook remain tilted to the downside. An abrupt tightening of global financing conditions could derail the expansion. Escalating trade restrictions and rising geopolitical tensions could dampen confidence and activity.

The January 2018 *Global Economic Prospects* takes a close look at the outlook for potential growth in each of the six global regions.

On the other hand, stronger-than-anticipated growth could also materialize in several large economies, further extending the global upturn.

“With unemployment rates returning to pre-crisis levels and the economic picture brighter in advanced economies and the developing world alike, policymakers will need to consider new approaches to sustain the growth momentum,” said World Bank Development Economics Prospects Director Ayhan Kose. “Specifically, productivity-enhancing reforms have become urgent as the pressures on potential growth from aging populations intensify.”

In addition to exploring developments at the global and regional levels, the January 2018 *Global Economic Prospects* takes a close look at the outlook for potential growth in each of the six global regions; lessons from the 2014-2016 oil price collapse; and the connection between higher levels of skill and education and lower levels of inequality in emerging market and developing economies.

### REGIONAL SUMMARIES

**East Asia and Pacific:** Growth in the region is forecast to slip to 6.2 percent in 2018 from an estimated 6.4 percent in 2017. A structural slowdown in China is seen offsetting a modest cyclical pickup in the rest of the region. Risks to the outlook have become more balanced. Stronger-than-expected growth among advanced economies could lead to faster-than-anticipated growth in the region. On the downside, rising geopolitical tension, increased global protectionism, an unexpectedly abrupt tightening of global financial conditions, and steeper-than-expected slowdown in major economies, including China, pose downside risks to the regional outlook. Growth in China is forecast to moderate to 6.4 percent in 2018 from 6.8 percent in 2017. Indonesia is forecast to accelerate to 5.3 percent in 2018 from 5.1 percent in 2017.

**Europe and Central Asia:** Growth in the region is anticipated to ease to 2.9 percent in 2018 from an estimated 3.7 percent in 2017. Recovery is expected to continue in the east of the region, driven by commodity exporting economies, counterbalanced by a gradual slowdown in the western part as a result of moderating economic activity in the Euro Area. Increased policy uncertainty and a renewed decline in oil prices present risks of lower-than-anticipated growth. Russia is expected to expand by 1.7 percent



in 2018, unchanged from its estimated growth rate in 2017. Turkey is projected to moderate to 3.5 percent this year from 6.7 percent in the year just ended.

**Latin America and the Caribbean:** Growth in the region is projected to advance to 2 percent in 2018, from an estimated 0.9 percent in 2017. Growth momentum is expected to gather as private consumption and investment strengthen, particularly among commodity-exporting economies. Additional policy uncertainty, natural disasters, a rise in trade protectionism in the United States, or further deterioration of domestic fiscal conditions could throw growth off course. Brazil is expected to pick up to 2 percent in 2018, from an estimated 1 percent in 2017. Mexico is anticipated to accelerate to 2.1 percent this year, from an estimated 1.9 percent last year.

**Middle East and North Africa:** Growth in the region is expected to jump to 3 percent in 2018 from 1.8 percent in 2017. Reforms across the region are expected to gain momentum, fiscal constraints are expected to ease as oil prices stay firm, and improved tourism is anticipated to support growth among economies that are not dependent on oil exports. Continued geopolitical conflicts and oil price weakness could set back economic growth. Growth in Saudi Arabia is forecast to accelerate to 1.2 percent in 2018 from 0.3 percent in 2017, while growth is anticipated to pick up to 4.5 percent in the Arab Republic of Egypt in FY 2018 from 4.2 percent last year.

**South Asia:** Growth in the region is forecast to accelerate to 6.9 percent in 2018 from an estimated 6.5 percent in

2017. Consumption is expected to stay strong, exports are anticipated to recover, and investment is on track to revive as a result of policy reforms and infrastructure upgrades.

Setbacks to reform efforts, natural disasters, or an upswing in global financial volatility could slow growth. India is expected to pick up to a 7.3 percent rate in fiscal year 2018/19, which begins April 1, from 6.7 percent in FY 2017/18. Pakistan is anticipated to accelerate to 5.8 percent in FY 2018/19, which begins July 1, from 5.5 percent in FY 2017/18.

**Sub-Saharan Africa:** Growth in the region is anticipated to pick up to 3.2 percent in 2018 from 2.4 percent in 2017. Stronger growth will depend on a firming of commodity prices and implementation of reforms. A drop in commodity prices, steeper-than-anticipated global interest rate increases, and inadequate efforts to ameliorate debt dynamics could set back economic growth. South Africa is forecast to tick up to 1.1 percent growth in 2018 from 0.8 percent in 2017. Nigeria is anticipated to accelerate to a 2.5 percent expansion this year from 1 percent in the year just ended.

**Written by The World Bank**

**Photo: Banca&Mercati; Italia.co; Tufts Now**

<http://www.worldbank.org/en/news/press-release/2018/01/09/global-economy-to-edge-up-to-3-1-percent-in-2018-but-future-potential-growth-a-concern>

Download the January 2018 Global Economic Prospects report:

<https://openknowledge.worldbank.org/bitstream/handle/10986/28932/9781464811630.pdf>



# 5 Ways Europe Prioritizes SMEs, the 'Backbone' of its Economy

In the past few years alone, the SMEs created around 85% of new jobs

June 7th, 2017 - Europe considers small and medium enterprises - commonly referred to as SMEs - as the backbone of its economy. Considering these businesses represent around 99% of all the businesses in the region, it's not hard to see why.

In the past few years alone, these SMEs were responsible for creating around 85% of new jobs, providing two-thirds of the employment in the total private sector of the EU. It comes as no surprise that the European Commission would consider entrepreneurship as well as these small and medium-sized enterprises as vital to the continued innovation, economic growth, social integration, and job creation in the European Union.

But just what kind of support do these SMEs receive? Learn about what the EU does for them below:

## 1. Europe creates a business-friendly environment.

The European Commission has at its core the SBA or the Small Business Act for Europe, which provides a thorough SME policy for both the EU and the countries that are a member of it. This Small Business Act promotes an entrepreneurial spirit among all European citizens by promoting a "Think Small First" principle aimed at encouraging

small and medium businesses.

## 2. The EU promotes entrepreneurship

Entrepreneurship is well promoted by the EU through the Entrepreneurship Action Plan. The Commission also provides the necessary support tools for those who aspire to become entrepreneurs.

With the "Think Small First" principle, SMEs are moved to center stage, whereby their needs are looked into in order for new laws and legislation that might impact their operations to be introduced. This move not only helps set the focus on small and medium-sized business entrepreneurship, it also allows national governments to present customized rules and legislation that benefits the SMEs.

## 3. Europe improves SME access to internalization as well as new markets

The European Commission prioritizes actions that ensures small and medium-sized enterprises that they can rely on an environment that's business-friendly for them, allowing them to fully explore the potentials of cross-border activities within and outside the EU.

Currently, there are over 500 million consumers in the European market, making it a large market for entrepreneurs

to try and break into. The thing is, SMEs appear to be lacking in motivation when it comes to expanding their businesses and marketing focus outside of their own respective country's borders.

Back in October of 2010, the Single Market Act was launched which aimed to remove business transaction limitations between EU member states. Under this Act, member states had a set of featured measures that allowed gaps on market opportunities to be bridged by way of utilizing new business models and encouraging more room for potential business growth by adopting a less bureaucratic environment when doing business across the EU.

## 4. Europe supports innovation and competitiveness among SMEs

In relation to enterprise and industry particularly for SMEs, the EU policy promotes innovation and competitiveness. Innovation helps small and medium-sized companies to expand their reach within the EU. It also helps them in entering emerging markets by way of cutting-edge marketing and branding strategies.

The EU has also launched a plan that focuses on innovation strategies, allowing businesses to anticipate any big challenges that may occur within our lifetime.



Dubbed the “Innovation Union” plan, it aims to change the way SMEs develop and figure out solutions for such challenges as energy efficiency and climate change. Not only that, the Innovation Union plan also aims to remove any barriers related to market fragmentation and limited business venture capital.

#### **5. EU Provides necessary support networks and information for businesses**

Entrepreneurs have access to a practical guide that's full of information on doing business in Europe through the Your Europe Business Portal, which also offers interactive services that can help businessmen expand their businesses internationally. There is also the SME Internationalisation support page that not only has information on foreign markets, but also helps European entrepreneurs to take their business activities on an international level.

The Enterprise Europe Network aids

SMEs by providing access to market information, assistance in overcoming legal challenges, and finding potential investors and business partners all across Europe. Also, helping SMEs find EU-supported finance is the single portal on Access to Finance.

There's no doubt at all that small and medium businesses are the backbone of the EU's economy. And through the Small Business Act for Europe or the SBA, the EU has been able to distribute euros in the billions to help out SMEs and smaller firms that need access to funding, making more opportunities for SMEs to expand beyond the borders of their own respective countries.

**Written by The Sociable**  
**Photo: Europe SMEs**

<http://sociable.co/business/europe-smes/>



The EU has launched a plan that focuses on innovation strategies, allowing businesses to anticipate any big challenges that may occur within our lifetime.



# African experts urge incentives to boost uptake of green finance by SMEs

The goal is to allow the continent to achieve inclusive and sustainable development

NAIROBI - June 21th, 2017 (Xinhua) - African governments should enact a raft of policy and regulatory incentives to encourage the continent's small and medium sized enterprises to borrow money to implement green projects, experts said at a forum in Nairobi on Wednesday.

The finance experts, policymakers and fund managers who attended the green finance conference said that Africa's nascent small and medium sized business segment has potential to revolutionize the continent's green agenda subject to availability of capital, technology and skilled man-power.

Kenya's Treasury Cabinet Secretary, Henry Rotich in his opening remarks noted that green financing has gained traction in Africa in line with the continent's quest to accelerate low carbon and inclusive development.

"Financing investments that generate environmental benefits will enable African countries achieve resilient, inclusive and sustainable development," said Rotich, adding that a new vision for green finance across strategic economic sectors is taking shape in Sub-Saharan Africa. Development of new policy and regulatory frameworks is key to encourage financial institutions to invest in green projects initiated by small-scale enterprises across Africa.

Rotich noted that African start-ups lack the financial and technical muscle to implement green projects that would impact positively on local population. "We need to find innovative ways to encourage the financial services sector to assist small and medium sized enterprises scale up their green investments," Rotich said.

He added the Kenyan government has joined hands with financial institutions to advance the green agenda through mobilizing funds from the domestic market.

"Our specific green financing interventions have enabled large and small companies implement projects in renewable energy, water conservation, efficient transport and solid waste management," said Rotich.

Green investments by Africa's small and medium sized enterprises will unlock the continent's economic potential while strengthening its response to climate change.

The CEO, African Guarantee Fund, Felix Adahi Bikpo urged fund managers and multilateral lenders to invest in start-ups that have pioneered transformative green projects in the world's second largest continent.

"The African small and medium enterprises are the real engine of growth. They require access to green finance, technology and innovations to create new jobs and mitigate against impacts of climate change," Bikpo said.

Africa's green finance market has potential for growth subject to political goodwill accompanied by friendly policies and regulations.

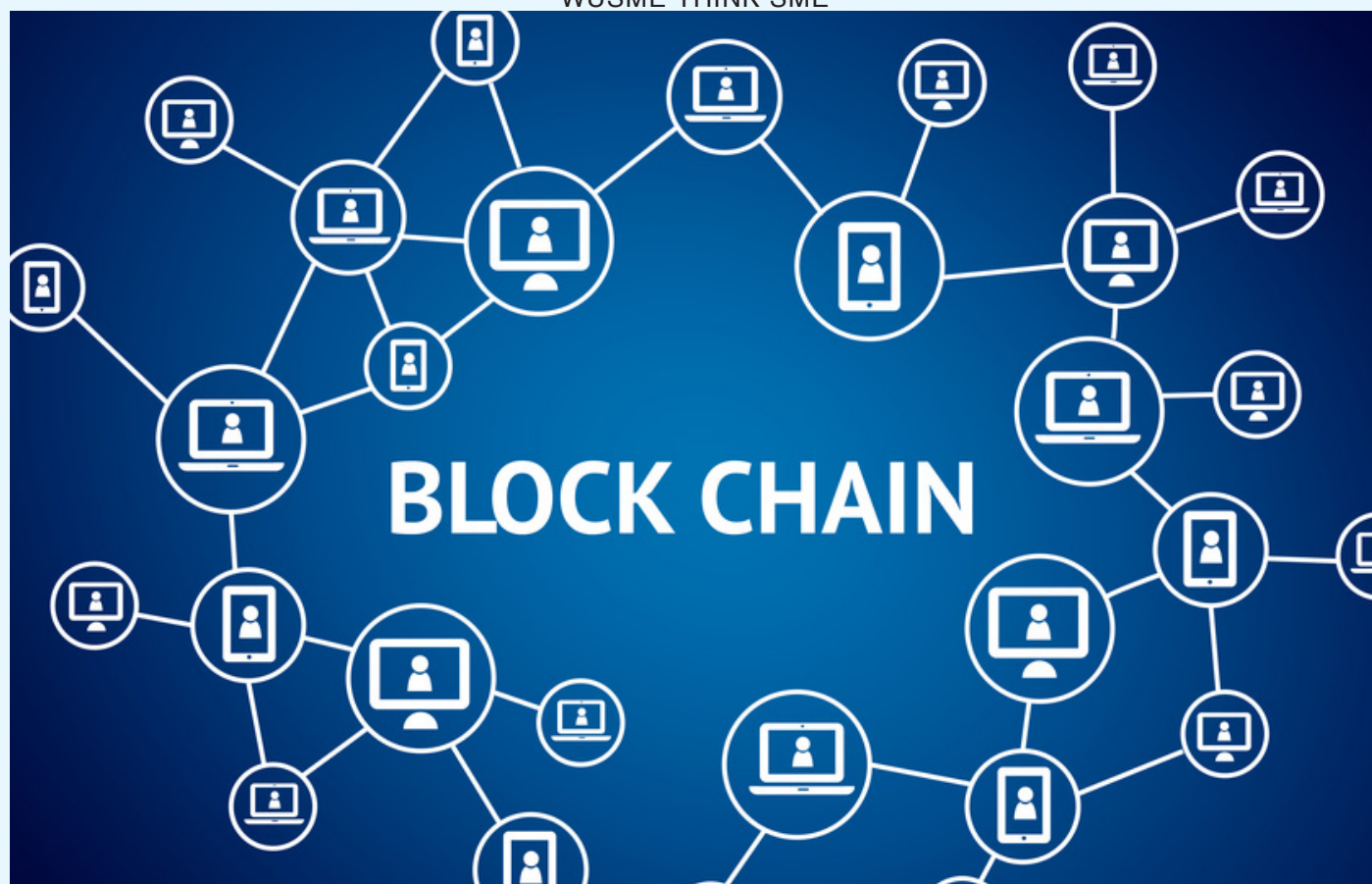
Jeremy McDaniels, the Program Manager for UNEP's Inquiry into the Design of Sustainable Financial System noted that investing in green projects owned by African small businesses will insulate them from shocks while enlarging their revenue base.

**Written by News Xinhuanet**

**Photo: Uniafrica**

[http://news.xinhuanet.com/english/2017-06/21/c\\_136384275.htm](http://news.xinhuanet.com/english/2017-06/21/c_136384275.htm)





# IBM Chosen As Banks' Blockchain Partner

The objective of the seven banks is of making trade finance transactions for SMEs

June 27 th, 2017 - Seven big European banks have selected IBM to build their blockchain-based platform with a goal of making trade finance transactions simpler and more streamlined for SMBs.

HSBC and Deutsche Bank are among the very recognizable names in banking signed on with IBM. Société Générale, Natixis, Rabobank and Unicredit have also signed on to be part of the "Digital Trade Chain Consortium."

IBM, as of last year, had identified trade finance as a top area where the blockchain could actually have an impact on the ecosystem. In this application, the blockchain tech allows for the automatic generation of electronic record-keeping and transaction-processing systems on a third-party-free secure network.

As of today, trade finance is a paper-intensive world where wait times are long (often a month or more), costs are high (international courier services are costly) and document fraud is a constant risk.

"What we will have is a platform to bring buyers and sellers together and to make trade transactions very transparent from... the moment that a purchase order is issued up until payment," said Hubert Bdenoot, general manager for trade finance at KBC, one of the banks in the consortium.

"The first service that will be available for buyers and sellers is financing and risk coverage, and it will also include a track-and-

trade system so that buyers and sellers can follow the physical transfer of the goods," he told Reuters.

"There are over 20 million SMEs in Europe, and they provide around 85 percent of the jobs as well, so it's a critical part of the economy and so anything that can facilitate growth in the SME community is going to help a lot," said Keith Bear, vice president for financial markets and head of blockchain at IBM.

But not everyone is quite so sure about this effort's inherent appeal to SMB owners — KBC's Bdenoot, for example, has his doubts. "I don't think this is going to be something that enters the market and then all of a sudden half of the SMEs are on the platform — I don't think that's realistic," he said.

He did, however, note that he expects to see the Digital Trade Chain Consortium platform generate some growth.

**Written by PYMNTS**

**Photo: Magazine Seats2meet**

<http://www.pymnts.com/news/blockchain-distributed-ledger/2017/ibm-chosen-as-banks-blockchain-partner/>



## ENTERPRISE IN FOCUS

# Fly Vision, the future brand display

The company opens up new dimensions in outdoor with its highly innovative creations revolutionising the traditional practice and prevailing view in the out-of-home world.



**FLYVISION Trading L.L.C.** is a Dubai (UAE) based company, with strong focus on high-end and unique solutions. The Company is producing and trading self-developed products, by holding the patent rights in the field of interior design, POS, outdoor advertising and health care products.

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## ENTERPRISE IN FOCUS

It is the only producer globally to deal with light transmitting, real wooden surface for nearly any kind of bespoke interior solutions.

**FLYVISION™** as the most outstanding showcase solution is a patented system that has been developed to help top brands stand out via a unique and innovative display solution. In front of customer's eyes, the real products will seem to defy gravity and appear suspended in mid-air like never before. Definitely no strings or magnets attached and it's not a holographic projection. This revolutionary product is based on a real illusion that will stop and hold consumers in their tracks. Weather employed In-Store at PoS, at exhibitions or built into custom-designed showcases for exclusive artifacts, FLYVISION delivers unparalleled Display impact and has won several awards around the globe. As references can be named: Christian Louboutin, CHANEL, HUBLOT, Max Mara, Calvin Klein, Paul Mitchell, Samsung and many others...

<http://www.flyvision.ae/flyvision/home.html>

### 3D SuperSite™

The 3D SuperSite is an outdoor advertising invention by Flyvision Trading LLC. 3D SuperSite™ opens up new dimensions in large size outdoor hoarding board industry with its highly innovative creations revolutionizing the traditional practice and prevailing view in the out-of-home world. FLYVISION offers an outdoor construction that "moves", creates a motion like effect without any electronic drive. This is the first outdoor construction system in the world that creates a motion effect without any electronic equipment, making a billboard experience fascinating and any advertising spectacular.

### OBJECTIVE

It is well-known that moving images or instruments are generally far more effective than any other forms of advertising, since the viewer's attention is automatically captured by impact of the moving. These mobile components are driven electronically.



Such constructions are expensive in terms of investment and operation. Further, they can easily be damaged or break down, thus the replacement or reparation is quite costly. The ultimate objective is to create a media tool that despite its giant format can evoke movement without any electronic or mechanical equipment, in a very cost-effective way.

### SOLUTION

The moving image is formed by a main billboard and one or more 'modifying element(s)' that are placed and set up in a definite relation to each other, in a second layer. The result is that for the observer while approaching towards the board system (due the parallax effect) the movement seems to be real even though the images (boards or product representations) are fixed. This product is original, and developed by FLYVISION Trading.

In the field of Health Care, the DSI Dry Salt Aerosol Inhaler is a unique, highly effective and safe OTC medical device for any kind of respiratory disorders,

such as hay fever, simple cold, but also Bronchitis, Asthma and COPD. It can prevent respiratory infections, promotes bronchial drainage, eases respiratory symptoms quickly, strengthens the immune system, with an excellent tolerance and no counter-reaction, or side effects.

Clinical studies and the US FDA approval underline the quality and efficiency of the product.

<http://www.inhalodsi.eu>



The ultimate objective is to create a media tool that despite its giant format can evoke movement without any electronic or mechanical equipment, in a very cost-effective way.



# New Emerging Micro Finance Sources

*By Norbert W. Knoll von Dornhoff - WUSME General Secretary*



Micro- and Smaller Enterprises (MSEs) have still not enough access to bank loans, being one of the main concerns for their survival and development. They would need micro loans with no bankable guarantees.

The modern use of the expression "micro financing" has roots in the 1970s when organizations, such as Grameen Bank of Bangladesh with the microfinance pioneer and Nobel - Prize laureate Muhammad Yunus, were starting and shaping the modern industry of micro financing. While the success of the Grameen Bank (which now serves over 7 million poor Bangladeshi women) has inspired the world, it has proved difficult to replicate this success. Hans Dieter Seibel, board member of the European Microfinance Platform, is in favor of the group model.

This particular model (used by many Microfinance institutions) makes financial sense, he says, because it reduces transaction costs.

Microfinance programs also need to be based on local funds. We proposed "National SME Foundations for Crises Prevention and Economic Development (SMEDFOUNDS)", financed by a small part of the VAT (e.g. 1% ) and 0,05% of a Currency Transaction Levy ("Tobin Tax").

The new financial systems approach pragmatically acknowledges the richness of centuries of microfinance history and the immense diversity of institutions serving poor people in the developing world today. It is also rooted in an increasing awareness of diversity of the financial service needs of the world's poorest people, and the diverse settings in which they live and work.

## **Inclusive financial systems**

The micro - credit era that began in the 1970s has lost its momentum, to be replaced by a 'financial systems' approach. While micro - credit achieved a great deal, especially in urban and near-urban areas and with entrepreneurial families, its progress in delivering financial services in less densely populated rural areas has been slow. Informal financial service providers include moneylenders, pawnbrokers, savings collectors, moneyguards, ROSCAs, ASCAs and input supply shops. Because they know each other well and live in the same community, they understand each other's financial circumstances and can offer very flexible, convenient and fast services. These services can also be costly and the choice of financial products limited and very short-term. Informal services that involve savings are also risky; many people lose their money.

## **Member – owned organizations**

These include self-help groups, credit unions, and a variety of hybrid organizations like 'financial service associations' and CVECAs. Like their informal cousins, they are generally small and local, which means they have access to good knowledge about each other's financial circumstances and can offer convenience and flexibility. The Microcredit Summit Campaign counted 3,316 of these MFIs and NGOs lending to about 133 million clients by the end of 2006. Led by Grameen Bank and BRAC in Bangladesh, Prodem in Bolivia, Opportunity International, and FINCA International, headquartered in Washington, DC, these NGOs have spread around the developing world in the past three decades; others, like the Gamelan Council, address larger regions.

## **New emerging web - microfinance platforms**

It is increasing commercial banks' interest in microfinance. With appropriate regulation and supervision, each of these institutional types can bring leverage to solving the microfinance problem. New platforms that connect lenders to micro entrepreneurs are emerging on the Web, for example MYC4, Kiva, Zidisha, myELEN, Opportunity International and the Microloan Foundation. Another Web-based micro - lender United Prosperity uses a variation on the usual micro - lending model; with United Prosperity the micro-lender provides a guarantee to a local bank which then lends back double that amount to the micro-entrepreneur.

## **Find Microfinance Institutions here:**

Forbes' first-ever list of the World's Top 50 Microfinance Institutions were chosen from a field of 641 micro-credit providers. The list was prepared by the Microfinance Information Exchange ([www.themix.org](http://www.themix.org)) under the direction of Forbes magazine.

[https://www.forbes.com/2007/12/20/microfinance-philanthropy-credit-biz-cz\\_ms\\_1220microfinance\\_table.html#43208088b292](https://www.forbes.com/2007/12/20/microfinance-philanthropy-credit-biz-cz_ms_1220microfinance_table.html#43208088b292)

# WUSME's new Commitment on Engagement for the UN Global Compact

The Organization illustrates how it has promoted the respect for the ten principles

November 6th, 2017 - WUSME submitted its new Commitment on Engagement for the period April 2015 - September 2017, as requested by the United Nations Global Compact, of which the Union is Partner Organization since 2012.

The UN Global Compact is a United Nations initiative founded to encourage businesses worldwide to adopt sustainable policies, in respect of corporate social responsibility, and to make public the results of actions taken. A framework that brings together 10 principles in the areas of human rights, labor, environmental sustainability and anti-corruption.

The Commitment on Engagement is a report in which the Organization illustrates how it has actively and concretely promoted the respect for the



ten principles by enterprises in the last two years of activity.

The document also contains a

description of the practical actions that the WUSME Organization has adopted to support the Global Compact, there including engagement with local networks, participation in and/or proposal of partnership projects on corporate sustainability and support to special initiatives.

Full version of the report available at the following link:

<https://www.unglobalcompact.org/participation/report/cop/create-and-submit/detail/385101>

**Photo: Adare International**

## Initiative founded to encourage businesses worldwide

Since 2012, WUSME is Organization Partner of the Global Compact of United Nations, formally committed to respect and disseminate the 10 principles of the initiative, in the context of small and medium enterprises and entrepreneurship, as it is also expressed in the statement "Communication on Commitment" published in the official web page:

<https://www.unglobalcompact.org/what-is-gc/participants/17388#cop>

The United Nations Global Compact is a platform created in 2000 and it is a

leader in the development, implementation and dissemination of responsible and sustainable business practices and policies.

A United Nations initiative founded to encourage businesses worldwide to adopt sustainable policies in respect of corporate social responsibility and to make public the results of actions taken. Also it supports and sustains companies in the activation of strategic actions to promote wider social objectives, emphasizing the aspect of collaboration and innovation.

The Global Compact, with more than 8,500 signatories in over 135 countries,

is the largest corporate sustainability and volunteer initiative in the world, has ten principles in the areas of human rights, labor, environmental sustainability and anti-corruption and also aims to catalyze actions in support of the wider objectives of United Nations, including Millennium Development Goals (MDGs). Establish partnership and promote the Ten Principles, represent two milestones that brings together governments, businesses, UN agencies, trade unions and civil society with the aim to promote, on a global scale, the culture of corporate citizenship.



# WUSME delegation in India

Among the topics discussed: business and cooperation opportunities for SMEs in focus sectors at the International SME Convention in New Delhi, from April 22nd to 24th, 2018



**Photo:** A moment of New Delhi Meeting with the H.E. Shri Giriraj Singh, Indian Minister for Small and Medium Enterprises

NEW DELHI - November 19th, 2017

A WUSME delegation composed of General Secretary Prof. Norbert W. Knoll von Dornhoff and General Coordinator Ms. Maria Valeria Pasquini, visited New Delhi (India) from 19th to 22nd November 2017, to hold meetings with INDIA SME FORUM (ISF) President, Mr. Vinod Kumar, and Director General, Ms. Sushma Morthania, also WUSME Office Bearers since 2016, in view of the International SME Convention on

"Business beyond Borders" to be held in India from April 22nd to 24th, 2018.

Upon initiative of ISF, a joint delegation of the two SMEs Organizations held a meeting with the Indian Minister for Micro, Small and Medium Enterprises, H.E. Shri Giriraj Singh, who highly welcomed the mutual effort to bring business together and create links between Indian and International enterprises.



The International SME Convention of April 2018 is a platform for intensive business discussion, progressive interaction and trade association between progressive entrepreneurs.

The platform facilitates exchange of relevant business partnerships and trade opportunities for Small and Medium Enterprises from all over the world.

The theme “Business beyond Borders”, offers a special focus on business and trade opportunities in India.

The Minister highly valued the expectation of Tech-based SMEs to cooperate with Indian Entrepreneurs and help them innovate. H.E. Shri Giriraj Singh was also extremely passionate about the prospect of a progress in the Indian Agro-based industry, which shall take into account the related social and environmental effects. In this view, he recommended ISF and WUSME to promote the transfer of innovations able to improve the soil quality, providing for the use of organic (rather than chemical) fertilizers, and better life conditions of the people in rural areas, where the extremely good quality of products, made in India, could have a link to the global market.

Today, India presents interesting business opportunities for companies worldwide. The exponential growth of the Indian economy, particularly in recent time, has produced a significant development of this market. In fact, the strategic focus of the Government today is on the promotion of manufacturing and urbanization, as part of the major program “Make in India”.

The International Convention of April 2018 will serve as interactive platform for Small and Medium-sized Enterprises, in which to discuss, evaluate existing opportunities to identify partners, enter

into partnerships, export and operate in countries all over the world.

The opportunity, therefore, to deepen the existing national opportunities in the different focus sectors and the “best practices” to have a successful business.

The International Convention 2018 will also allow participants to learn the best management tools, latest technologies,

government programs, financing options, opportunities for international expansion and requirements for doing business in India, through interaction with representatives of the present institutions, governments, free zones, SMEs and banks. The main purpose is to support SMEs in their attempt to expand their business, productivity and international relations, as well as explore new markets, favoring a stronger strengthening of the “Make in India” program.

The event will focus on the opportunities existing in India with reference to specific sectors, such as:

Agro Based; Automobile; Automotive Components; Aviation; Biotechnology; Chemicals; Cold Chain; Construction; Consumer Electronics; Defence Manufacturing; Education & Training; Electrical Eqpt. & Machinery; Electronic Systems; Exploration & Mining; Fashion & Retail; Food Processing; Gems & Jewellery; Health & Wellness; Home Furnishings; Infrastructure; IOT & Information Technology; ITES & BPO/M; Leather & Footwear; Logistics; Machinery & General Mfg.; Media & Entertainment; Oil & Gas; Pharmaceuticals; Ports; Power & Renewable Energy; Railways; Roads and Highways; Shipping; Telecom; Textiles & Garments; Tourism & Hospitality.

**Photo:** left to right:

Ms. Maria Valeria Pasquini, WUSME General Coordinator, Dr. Arun Agrawal, WUSME Ambassador New Delhi (India), Prof. Norbert W. Knoll von Dornhoff, WUSME General Secretary, Mr. Vinod Kumar, WUSME Member of the Board of Directors and President ISF, Dr. J.S. Juneja, WUSME Vice Presidente (India), and Mrs. Sushma Morthania, Member of the WUSME Permanent Commission on Social Issues and Women Entrepreneurship and ISF Director General.





# SMEs NEWS

## New UN report encourages African countries to harness growing tourism sector

July 5th, 2017 - African governments should make it easier and safer for Africans to travel within the continent, the United Nations said in a new report released today, noting that tourism demand there is increasingly driven by Africans themselves. "Tourism is a dynamic sector with phenomenal potential in Africa. Properly managed it can contribute immensely to diversification and inclusion for vulnerable communities," said Mukhisa Kituyi, Secretary-General of the UN Conference on Trade and Development (UNCTAD). The agency's "Economic Development in Africa Report 2017 focuses on tourism for transformative and inclusive growth. Chantal Line Carpentier, Chief of UNCTAD's New York office, said tourism export revenues tripled since 1998, from \$14 billion to nearly \$47 billion. Tourism now contributes to about 8.5 per cent of the continent's gross domestic product (GDP), compared with 6.8 per cent in 1998. "African tourism is increasingly driven by Africans themselves due to a growing middle-income class," Ms. Carpentier told a press conference at UN Headquarters, adding that four out of 10 international tourists in Africa are from the continent itself. "By 2026, tourism's direct contribution to GDP is forecast to surpass \$121 billion," she noted. Highlighting some of the findings from the report, Ms. Carpentier said to realize the continent's economic growth, governments should take steps to liberalise air transport, promote the free movement of persons, ensure currency convertibility and, crucially, recognise the value of African tourism and plan for it. She noted the importance of easing red tape in travel between countries, such as limiting the number of visas needed when traveling on the continent, using the European Union's one visa as an example. The UN official also noted the importance of keeping money in the continent – such as by sourcing food from local farmers, many of whom are living in poverty, instead of importing from overseas. "This will require capacity building for producers to meet

international standards and produce in time to meet demands," Ms. Carpentier noted. She added that the growing tourism sector offers opportunities for young people, who globally make up about half of the tourism labour force. The sector is also heavily women-driven, with nearly one-third of jobs taken up by women, and nearly half in the hotel and restaurant sector.

**Tourism and perceptions of peace.** Another important theme highlighted in the report is the mutually beneficial relationship between peace – or its perceptions – and tourism. It notes that the economic impacts of political stability can be quite significant and long-lasting. For example, following political instability in Tunisia, total tourism receipts in 2009–2011 declined by 27 per cent on average, from \$3.5 billion in 2009 to \$2.5 billion in 2011. "Addressing safety and security concerns as well as swift responses to crises by African governments and regional institutions are paramount to the growth of tourism in Africa," UNCTAD said. "Promoting strategies aimed at improving Africa's image in the global media are also critical in ensuring the sector's recovery after conflict or political unrest." The mere appearance of instability in a region can deter tourists, leading to devastating, long-lasting economic consequences. However, the perception of danger does not always correspond with reality, according to the UN agency. The 2014 Ebola outbreak in western Africa, despite being isolated to relatively few countries in that region, resulted in a loss across the entire continent.

Written by UN News Centre

Photo: UN Photo/Evan Schneider

<http://www.un.org/apps/news/story.asp?NewsID=57122#.WV4CXenOPIU>



# SMEs NEWS

## London Stock Exchange Group and IBM: blockchain solution for European SMEs



The new system intends to create a distributed shared registry containing a record of all shareholder transactions, helping to open up new opportunities for trading and investing.

### Borsa Italiana project plans to digitize securities certificate data to simplify issuance and management of shareholding information

LONDON and ARMONK, New York, July 19th, 2017 (PR Newswire Europe via COMTEX) – Borsa Italiana, part of London Stock Exchange Group (LSEG) and IBM today announced they are building a blockchain solution to digitize the issuance of securities for small and medium enterprises (SMEs) in Europe. Designed to simplify the tracking and management of shareholding information, the new system intends to create a distributed shared registry containing a record of all shareholder transactions, helping to open up new opportunities for trading and investing.

“Through our work with IBM on this blockchain solution, Borsa Italiana is taking the lead in transforming the way European SMEs can manage their shareholder data and at the same time expand credit access – all on a trusted digital platform,” said Raffaele Jerusalmi, CEO, Borsa Italiana.

The blockchain solution for unlisted SMEs in Europe is designed to replace the paper trading certificates that are commonly issued to private companies today. With a more digitized, streamlined and transparent process enabled by the blockchain solution, various parties – including issuers, regulators and investors – will have increased insight into company information.

Traditionally, private SMEs lack access to public stock exchange networks or formalized credit structures. With this solution, SMEs in Europe can better access credit and link into a broader and more mature investor ecosystem, enabling them to set up new trading networks and obtain funding by sharing financial data in a security-rich and transparent public arena. By implementing the blockchain solution, Borsa Italiana is taking the lead in transforming how private companies can exchange and bring transparency around shareholder data and expand

credit access.

“LSEG is testing the use of blockchain technology in a financial business network where data segregation and confidentiality is vital. By working with IBM, a pioneer in building enterprise-class blockchain solutions, we are committed to building, testing and scaling our capabilities in emerging technologies over time,” said Chris Corrado, Group COO and CIO, London Stock Exchange Group.

Built on Hyperledger Fabric version 1.0, a blockchain framework and one of the Hyperledger projects hosted by The Linux Foundation, the system is designed to help ensure that highly sensitive securities data can be shared amongst permissioned network participants while remaining secure and gated. This blockchain solution, developed in collaboration with IBM, is built on highly secure infrastructure technology that provides the highest levels of encryption commercially available(1). The solution is also built to achieve interoperability with LSEG’s existing systems, promoting efficiency and business continuity. “Sharing secure and transparent critical network data across shareholder networks is difficult using traditional system,” said Marie Wieck, general manager, IBM Blockchain. “Blockchain is poised to help remove some of these barriers in traditional methods for the transfer of value – much as the Internet did for the exchange of information in the late 1990s.”

The solution is undergoing an initial test phase with a small group of partners and clients.

**Written by MarketWatch**  
**Photo: Huffingtonpost.com**

<http://www.marketwatch.com/story/london-stock-exchange-group-collaborating-with-ibm-to-develop-securities-data-blockchain-solution-for-european-smes-2017-07-19-420319>



## SMEs NEWS

### South African, Chinese banks sign deal to fund Small and Medium Enterprises in Africa

JOHANNESBURG - August 19th, 2017 - South Africa's Absa bank and China Development Bank (CDB) on Friday announced the conclusion of a \$100 million Special Facility Agreement to fund small and medium-sized enterprises (SMEs) in Africa.

Absa is a subsidiary of the Barclays Africa Group. The money will benefit Barclays bank's existing and prospective SME clients across the continent. The \$100 million will address the current funding needs, and may be increased in the future to assist with new funding opportunities within Barclays's operations, both banks said on Friday.

"We are glad to partner with CDB on this landmark transaction, which also echoes the 2017 BRICS theme of Stronger Partnership for a Brighter Future," said Craig Bond, head of partnerships, joint ventures and strategic alliances at Barclays Africa Group Limited.

The funding is expected to assist the African SMEs who face funding shortages. SMEs on the continent have the potential to boost economic growth and create employment.



Written by China Daily

Photo: Moneyweb

[http://www.chinadaily.com.cn/business/2017-08/19/content\\_30817133.htm](http://www.chinadaily.com.cn/business/2017-08/19/content_30817133.htm)

### Latin America ERP Software Market Analysis

DUBLIN - August 21th, 2017 - The "Latin America ERP Software Market Analysis By Deployment, By Functions (Finance, HR, Supply Chain, Others), By Vertical, By End-user (Large Enterprises, Medium Enterprises, Small Enterprises) And Segment Forecasts, 2014 – 2025" report has been added to Research and Markets' offering.

The Latin America ERP software market is expected to reach USD 2.73 billion by 2025.

ERP applications have helped many large-scale organizations to bring clarity and visibility in their business. With rapidly growing small and medium enterprises (SMEs) and adoption of evolving technology demand in SMEs is expected to grow over the forecast period. Furthermore, rising awareness among small & medium enterprises (SMEs) and increasing need for business process efficiency and transparency aid the market growth over the forecast period.

SMEs have been facing various barriers to the adoption of this technology because of expensive and less user-friendly nature of the software. Many SMEs in Brazil, Mexico, Chile, and Peru are still using old IT systems to operate their business. There is a growing need for adoption of upcoming IT systems to sustain in the competitive market. enterprise resource planning software helps the operation of core business processes including sales

& distribution, supply chain management, accounting, financial control, and HR, which is expected to propel demand from various SMEs. The cloud deployment segment is expected to witness a significant growth rate, due to its growing adoption, although the on-premise deployment segment is anticipated to dominate the market (in terms of size) by 2025. Cloud-based applications reduce IT infrastructure cost leading to the adoption of cloud-based application among enterprises.

The investment on cloud-connected mobile applications has increased as mobile owing to the growing penetration of Bring Your Own Device (BYOD) among the organizations. The vendors are developing cloud-based solutions that can be accessible via mobile platforms such as tablets and smartphones expected to influence the market growth further.

The key industry participants include IBM (U.S.A.), Oracle (U.S.A.), Microsoft (U.S.A.), SAP SE (Germany), Infor (U.S.A.), and Sage Group Plc (U.K.).

Written by Cision PR Newswire

<http://www.prnewswire.com/news-releases/latin-america-erp-software-market-analysis-2014-2017-2025-300506928.html>



# Membership application form

## MEMBERSHIP POLICY FOR ADMITTANCE AS AFFILIATED MEMBER NATURAL PERSON

MEMBERSHIP AS NATURAL PERSON is addressed and reserved for those who, even though are not entrepreneurs or business managers and/or don't have any specific interest in receiving assistance from WUSME for the benefit of their business, but rather feel sympathy and a favorable consideration towards the Association and wish to support its mission, by contributing with a symbolic fee as provided by the Board of Directors, as well as volunteering in projects or initiatives available.

Natural persons who join WUSME as Affiliate Member have the:

- Right to participate as Observer in General Meetings;
- Right to participate in WUSME conferences, seminars, webinars and special workshops
- Opportunity to speak in the WUSME events;
- Opportunity for free or with reduced rate to participate in international regional meetings, exhibitions and other annual events co-organized by WUSME or by its members and partners;
- Receive the WUSME SME Newsletter.

## MEMBERSHIP POLICY FOR ADMITTANCE AS ENTERPRISE AFFILIATE MEMBER

Membership of Enterprise as Affiliate Member of WUSME is addressed and reserved to all small and medium sized businesses, entrepreneurs or business managers of SMEs, regardless of their legal form, who have are interested in joining WUSME and receiving assistance in their activity by contributing with a the membership fee as provided by the Board of Directors.

Enterprises, joining WUSME as Affiliated Members, have the following benefits:

1. to participate in WUSME's General Meetings as Observer;
2. to participate in WUSME's conferences, seminars, webinars and workshops;
3. to speak in WUSME's events;
4. to participate, for free or with reduced rate, in international or regional meetings, exhibitions and other events co-organized or promoted by WUSME or its members and partners;
5. to benefit from special discount agreed with International Hotels, Airlines and other similar services;
6. to receive WUSME's monthly SME Newsletter – WUSME's weekly news and hard copy of WUSME's Magazines;
7. the opportunity to enter the WUSME Community, an international network of selected and qualified SMEs, organizations, institutions, training centers, banks and other partners specialized in SMEs;
8. to seize opportunities of development and cooperation at national, regional and international level;
9. to receive basic assistance in the following areas of interest for their business.

## MEMBERSHIP BENEFITS OF ORGANIZATIONS

Organizations, joining WUSME as Affiliated Members, have the opportunity to identify and convey factual opportunities to participate in projects, programs, bids and tenders highlighted from the WUSME international network.

Affiliated Organizations have the opportunity to be introduced to National and International SMEs Organizations, as well as to United Nations Organizations, European Union and other International Associations in Asia, Africa and Latin America which WUSME is in contact with. Affiliated Organizations may enter into Cooperation Agreements with WUSME, wherein customized modalities of future operations are agreed to reach mutual benefits.

Some specific benefits reserved to affiliated Organizations are:

### 1. to access the WUSME information services.

Affiliated Organizations may receive regular information on opportunities available in different economies of the world, such as "best practices", new business opportunities, access to the United Nations Global market and competitive advantages for exports and business partnerships;

### 2. to contribute to the written statement to United Nations Organizations.

Affiliated Organizations may contribute to written statements of WUSME to UN ECOSOC and other UN Organizations, e.g. UNIDO, UNESCO, OECD etc. aiming at the safeguarding of the rights, interests and competitiveness of SMEs and Crafts.

### 3. to assist enterprises in starting international business partnerships through the network of WUSME.

WUSME is in contact with the world and enjoys privileged international relations in many countries, where the Union has the potential to encourage entrepreneurship cooperation agreements. As a consequence, affiliated Organizations may offer assistance to entrepreneurs and startups in entering into business partnerships, joint ventures, clusters etc. in different countries across the world.



### GENERAL INFORMATION

To be filled out in capital letters

Enterprise / Organization Name: \_\_\_\_\_  
 First Name: \_\_\_\_\_  
 Last Name: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Nationality: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 State/Province/Other: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Generic email for Enterprise or Organization: \_\_\_\_\_  
 Telephone No.\*: \_\_\_\_\_  
 Mob. No\*: \_\_\_\_\_  
 Fax\*: \_\_\_\_\_  
 E-mail address: \_\_\_\_\_  
 URL: http:// \_\_\_\_\_

\*Please, type telephone and fax numbers as they should be dialled from outside your own country – including country and city prefixes

Place and Date \_\_\_\_\_

Signature \_\_\_\_\_

### OECD COUNTRIES:

(Australia, Belgium, China, Denmark, Finland, Germany, Hungary, Ireland, Italy, Korea, Mexico, New Zealand, Poland, Slovak republic, Spain Switzerland, United Kingdom, Austria, Canada, Czech Republic, Estonia, France, Greece, Iceland, Israel, Japan, Luxembourg, Netherlands, Norway, Portugal, Slovenia, Sweden, Turkey, United States)

### CATEGORY:

- Organization (OECD COUNTRIES) ☐ € 500,00
- Chamber of Commerce & Industry
- National SME and Crafts Association
- Regional SME and Crafts Association
- Other SME Supportive Organization:  
please specify
- Organization (NOT OECD COUNTRIES) ☐ € 250,00

### CATEGORY:

- Enterprise (OECD COUNTRIES) ☐ € 250,00
- Enterprise (NOT OECD COUNTRIES) ☐ € 150,00

### CATEGORY:

- Natural person ☐ € 25,00

### MEMBERSHIP FEE PAYMENT

#### 1° METHOD

#### WIRE TRANSFER

BENEFICIARY: ASSOCIAZIONE "WUSME"

BANK: CASSA DI RISPARMIO DELLA REPUBBLICA DI SAN MARINO S.p.A.

BRANCH: AGENZIA SERRAVALLE

IBAN: SM 17 A 06067 09802 000020112378

SWIFT CODE: CSSMSMSM

DESCRIPTION: FIRST AND LAST NAME / ORGANIZATION OR ENTERPRISE NAME FOR MEMBERSHIP FEE YEAR 2017

#### 2° METHOD

#### PAYPAL

Address your payment to the following account [info@wusme.org](mailto:info@wusme.org)

NOTE: CHECKS NOT ACCEPTED

# TO JOIN WUSME MEANS

- **TO BECOME PART OF AN INTERNATIONAL AND QUALIFIED NETWORK OF SMEs AND RELATED ORGANIZATIONS AND INSTITUTIONS WORLDWIDE**

WUSME Members are enabled to pursue qualified contacts and establish profitable relationships helpful to develop and expand their action, also through the participation in events organized or promoted by WUSME and its partners, such as national and international conferences, seminars, workshops, training programs, etc.

- **TO SEIZE OPPORTUNITIES FOR DEVELOPMENT AND COOPERATION AT NATIONAL AND INTERNATIONAL LEVEL AND BE SUPPORTED IN THEIR IMPLEMENTATION**

WUSME Members are facilitated in entering into cooperation agreements with other Members in more than 80 countries worldwide and linking to national and international organizations, academic institutions, research centers and similar bodies specifically competent in SMEs. In addition, WUSME Members have the opportunity to approach the United Nations System, by virtue of the Special Consultative Status with the Economic and Social Council of the United Nations, and identify opportunities of cooperation.

- **TO ENTER AN INTERNATIONAL BUSINESS PLATFORM**

WUSME Members have access to an international business platform designed to facilitate the matching of supply and demand and combination of opportunities and conditions for an effective implementation of projects, programs and investments of different size, scope and value, which can relate to the private sector, SMEs in particular, as well as the public sector, with actions to be developed in the several fields considered strategic for the economy.

- **TO BE ASSISTED IN BUSINESS ACTIVITIES AND ENTREPRENEURIAL PROJECTS**

WUSME Members may receive support in the start-up phase, expansion of existing business, development of skills and capabilities, identification of potential partners and contact with international experts.

- **TO BENEFIT FROM A WIDE RANGE OF SPECIFIC ADVANTAGES**

Through the several and cross-cutting activities implemented and promoted by the Organization, WUSME Members receive professional guidance and qualified information with full access to the Organization's publications.

For more information, please, visit our web site: **[www.wusme.org](http://www.wusme.org)**

To stay up to date and get  
news on **SMEs**,  
please subscribe to our  
**newsletter**

**[info@wusme.org](mailto:info@wusme.org)**





World Union of Small and Medium Enterprises