

THINK SME

World Union of Small and Medium Enterprises



I @ M THE FUTURE



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EDITORIAL

Vice President (France)
Robert Holtz

"Dear WUSME's Members and especially our Ambassadors.

By waking up each morning, think more about what you can do for our Union, than what our Union can do for you"

The world's our home

In a previous presentation, I began my remarks by saying "well after 6 or 7 years of activity, our Union, according to the English expression «**Has come of age**» (became an adult)".

Therefore it is now possible, in all important economic environments or events, for WUSME to give its own opinion, stating its strong and clear point of view and communicating it in all networks.

That being so, in what universe are we currently living and what role and place Small and Medium Enterprises can represent?

First of all, on the political level, there is the birth and, unfortunately, the development of POPULISM in many countries, as well as in several countries of South-East Asia and Africa.

The trend is towards "PROTECTIONISM", presumably to escape globalization and community economic areas.

What is extremely worrying is that out of 15 Eastern European countries, 7 are ruled by populists. Their project of a cultural counter-revolution, based much more on identity than on economy, comes directly against the values defended by Western Europe for 60 years. Problems with these states now risks destabilizing the European Union.

Fortunately, in France these movements were defeated by President Emmanuel Macron and in Germany by the Chancellor, Mrs Merkel, was able to begin her fourth term and to take over the management of Europe, left vacant for a few months.

Africa, with a current population of 1,000,000,000 inhabitants, which will rise to around 2,400,000,000 in 2050, will increase immigration to Europe in an unstoppable way.

A solution, currently being tested, is what could be called a "shared growth", consisting in the effort to establish an industrial cooperation between European companies and their African counterparts in the various sectors of the economy (agribusiness, start-ups, metal, metallurgical and electronic).

We hope that with WUSME and its network in the world, we can trigger a new movement that will solve jobs in Africa, thus avoiding this intense flow of immigration.

Today more than ever, wastes of all kinds are invading our planet in all areas: food, industrial waste and electronic products, they are beginning to ask the question about their dismantling, as proposed by the Circular Economy which seeks various ways to recycle them, arises the question of knowing, given their frightening volume, how the Planet will be able to get rid of it, or at least, how to create a balance between their production and their transformation?

For the better and for the worse, there is DIGITAL and what I can call its "collaterals" ie artificial intelligence, new technologies, robot type or other which in some ways may have a negative influence on the development of States. AI has many elements that can also disrupt our economies and societies. It is obvious that, in all areas, the Digital will be a factor of radical transformation in our contemporary lives and social networks that will influence the sectors in which it operates.

Indeed, trams and automatic metros, first prototypes of autonomous cars, drones, robot surgeons, industrial robots, software chess or poker software, chats, online conversation, vacuum robots, crypto currencies, Bitcoin type, Crowdfunding.

Today, robots have thousand faces but they ask us, above all, a series of questions about our future, whether it is the impact of the "robolution" on employment, the whether or not to confer on these creatures born of human genius, a legal personality or dehumanization that it translates into the past, the present and in the future.

The future of our WUSME can only be successful. I hope I have succeeded in showing that in all these disorders, the World SME can be a calm universe through work, by the only concern to produce and to stick to the needs of the Market. We must do everything possible, by increasing the number of its Members of the adhering Nations, as is the case in Africa, to continue the excellent relations that our President Terenzi has been able to establish with China, which in a few years will be the first world power.

One of the areas in need of innovation is to foster alliances between large and small and medium-sized enterprises. In any case, whatever the turbulence of which we have just mentioned the various factors, we should not forget, as the beautiful formula of our **Pope Francis** so well defines, the earth is "**our common house**" and that it must be preserved at all costs.

Our SMEs can contribute a lot.



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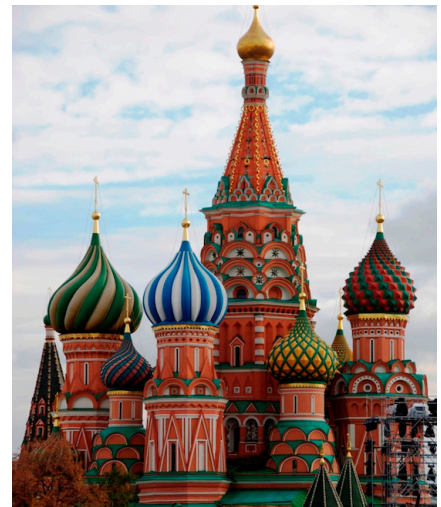
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Oknha Te Taing Por, WUSME Ambassador in Cambodia and President of the Federation of Association for Small and Medium Enterprises of Cambodia (FASMEC) at his office in Phnom Penh. Photo: Heng Chivoan

Business Insider: Rosy outlook for Cambodia's SMEs

Oknha Te Taing Por, WUSME Ambassador in Cambodia and FASMEC President, analyzes country's economic situation and Small and Medium Enterprises growth

Oknha Te Taing Por, WUSME Ambassador in Cambodia and President of the Federation of Association for Small and Medium Enterprises of Cambodia (FASMEC), sits down with *The Post's* Cheng Sokhorng to discuss recent positive developments and remaining challenges for small and medium enterprises (SMEs) in Cambodia.

What is the situation like for SMEs in Cambodia?

«If we look at the economic growth of Cambodia, the GDP has grown 7 percent annually. That means our economy is growing and stable, which also means healthier small and medium enterprises. I have noticed that our domestic market has presented domestic products better this past year, much better than before, when they were rarely seen in our domestic market. Looking at the registration of SMEs, there was a growth in registrations because the government and relevant ministries are trying to transform the commerce and improve it. The Ministry of Industry and Handicrafts enhanced the one-window service and decentralised the system to the provinces, and also

there is online registration through the Ministry of Commerce».

What are the potential markets for SMEs?

«There are a lot of opportunities for SMEs to enter the market. If we look at only the domestic market, there are 15 million people [in Cambodia], which SMEs could use to generate the thousands of dollars in revenue each year from them.

If we look at the Asean market, around 600 million people are demanding daily products and food.

At the same time, we have the tax-exempt status from European countries. Those are all potential markets, and good opportunities for us to catch up, but the question is: When we will be able to supply that demand, and how will we be able to export?».



We have to build the capacity of SMEs in regards to production efficiency, focus on the standard of products, and reduce the cost of production.

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How many SMEs export to the international market?

«According to the export data of Cambodia, our exporting is mainly dependent on the shoe and garment sectors, which account for 70 percent of the total exports of Cambodia. Except those two, there is only rice, sugar and rubber, which account for 20 percent. The SMEs cannot even reach 10 percent of the export market».

What can be done to promote SMEs competitiveness?

«In order to promote the SMEs for competing in the local market, which is flooded with imported products from other countries, we have to build the capacity of SMEs in regards to production efficiency, focus on the standard of products, and reduce the cost of production while also increasing the scale of production. That will help SMEs better meet domestic demand. We hope that the government will open the SMEs bank this year, which will have the investment size of \$100 million, in order to fulfil the financial needs of SMEs.

The government should also work on how to protect or limit the imported products by controlling the import tariffs, quality, and standards in order to give a chance to SMEs to compete in local markets. Additionally, the government should consider exempting any tax payment, such as value-added tax, as well as supporting the techniques and skills to remove technical barriers that block our domestic products from reaching the international market, especially the Chinese market».

Written by The Phnom Penh Post

<https://www.phnompenhpost.com/business/business-insider-rosy-outlook-cambodias-smes>

This interview has been published date January 8th, 2018



In Cambodia, the number of Small and Medium-Sized Enterprises is growing

Cambodia is a country that is recovering after the global economic crisis (in 2008 the CIA World Factbook reported a 7% decline in the economy).

Even if exports remain the exclusive domain of the footwear and clothing sectors, the number of small and medium-sized enterprises active in Cambodia is clearly growing.

This is the result also of the “one-window” service, recently introduced by Ministry of Industry and Handicrafts, the decentralization in the provinces and the possibility to register online offered by the Ministry of Commerce.

In-depth article:

<https://www.khmertimeskh.com/50110731/new-quality-certificate-promote-made-cambodia-brand-abroad/>;

<https://www.phnompenhpost.com/supplements-post-property/plan-calls-city-every-district>).

Closing the Gender Gap on Entrepreneurship in Europe

According to the latest data relating to year 2018, women remain an under-exploited talent pool in the global workforce, especially in small and medium-sized enterprises



30th August, 2018 - *Even in 2018, women remain an under-exploited talent pool in the global workforce, especially in small and medium-sized enterprises. The bloc has launched several initiatives to combat this problem, providing financial support and training, as well as access to growing networks of female entrepreneurs.*

A 2014 study from the European Commission (EC) found that there were around 10.3 million female entrepreneurs working throughout the European Union. This may sound impressive, but consider that women make up about one-third of all self-employed Europeans, and less than 30 percent of startup entrepreneurs - despite comprising more than half (52

percent) of total population, which sits at over 500 million.

Worse yet, global gender parity is diminishing for the first time since the World Economic Forum began measuring it in 2006. Though Western Europe has reduced the gender gap to 25 percent, an average disparity of 32 percent worldwide remains to be closed. In countries like Italy, Cyprus, Greece, Malta, and Spain, where female employment rates are below 60 percent, progress is especially slow.

This isn't to say there aren't impressive female entrepreneurs in Europe. On the contrary, there are hundreds, and along with a strong desire for increased female

leadership within the bloc.

"Of course women are ready to be in all the bigger institutional positions and governmental positions. We are ready to have women as a president, as a prime minister, ready to have a woman as President of the Republic", says Italian entrepreneur and former European Parliament member, Luisa Todini, of Italy's exclusive non-profit Comitato Leonardo. Women are also demanding more from their leaders. On top of increasing diversity, integrating women's skills and perspectives into the workforce has serious economic benefits.



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The World Economic Forum projects that reducing gendered imbalances could boost GDP anywhere between 9-27 percent. McKinsey Consulting Firm estimates that achieving women's equality would contribute an additional 12 trillion dollars (10.3 trillion euros) to the global economy by 2025.

To help the bloc achieve the social and economic benefits of gender equality, the Commission and other groups have identified several obstacles that stand in the way of female entrepreneurs, and have created a wealth of resources to overcome them.

Common Obstacles

Arguably, the biggest hurdle facing women entrepreneurs is access to finance. In fact, only 15 percent of companies founded in the EU since 2017 are led by women and only 12 percent of founders at EU companies that received venture capitalist (VC) funding are female. Experts often chalk this up to unconscious bias. A recent American study found that even when pitches are identical, VCs are more likely to fund a man's project than a woman's. A history of double standards is likely to blame. Many iconic female leaders have expressed that characteristics like confidence are viewed less favourably in women than in men. In fact, scientific research conducted through the London School of Economics found that the gender gap is "largely driven by women's lack of confidence".

Access to information, training, and networks also stand in the way of women hoping to establish and run a business. As a result of biological makeup and generations of assigned gender roles, females face the added challenge of reconciling both professional and perceived familial responsibilities. This is exacerbated by the limited number of women entrepreneurs, which sparks a cycle. The less represented females are, the more male-dominant work environments become.

Bloc Resources

It's impossible to address all obstacles

at once, but public and private European groups are introducing initiatives specifically designed to bring women to the forefront of the startup movement. The EU's Small Business Act, for one, aims to improve the approach to entrepreneurship by simplifying regulations and removing barriers to business development. It also addresses two problems that disproportionately affect women: access to finance and to markets. The Entrepreneurship 2020 Action Plan accomplishes similar goals, with further intentions to provide entrepreneurial education and training and reignite the culture of entrepreneurship among younger female workers.

There are also several financial resources available throughout the Union for those women hoping to start a new business venture. The Commission-created EU Prize for Women Innovators provides between 20,000 and 100,000 euros for both women innovators and entrepreneurs under 30 years old that inspire other women to bring their ideas to market. Furthermore, the WES Policy Network, European Community of Business Angels, and Rising Tide Europe provide either direct financial support or access to investors who can help push nascent businesses forward.

Global projects like the World Bank Group's Women Entrepreneurs Finance Initiative (We-Fi) are also available to EU women from select member states. We-Fi combines more than 1 billion dollars (circa 860 million euros) of financing to improve access to capital, provide technical assistance, and invest in projects and programs that support women and women-led SMEs.

Connecting female entrepreneurs to potential mentors and fellow entrepreneurs is another step that greatly benefits participants without incurring high costs. That's why the European Commission launched WEGate, an online gateway for women's entrepreneurship which offers learning materials for starting and growing a business, access to potential funding sources and networking opportunities, details about local support organisations and events, and other digital resources. Additional European bodies like Blooming Founders, Startup

Live, WeHubs, and Woman Who Tech are geared specifically for those in the digital startup sphere.

Lastly, the Union has passed legislation so that self-employed women in all member states can take a parental leave of at least 14 weeks if they so choose. The EU continues to draft and enact arrangements that strengthen work-life balance for all workers involved in startup and entrepreneurial activities.

Looking Ahead

Since 2008, there has been a 3 percent increase in women entrepreneurs throughout the EU. Despite the fact that Greece, Albania, Portugal, Italy and Croatia have wide inequalities when it comes to gender employment, they are also happen to be the nations with the highest entrepreneurship rates for women.

Women tend to work in the same select industries, though. Deputy Secretary-General of the Italian Chamber of Commerce, Tiziana Pompei explained that in Italy, it's sectors like commerce, tourism, farming, and personal services. Across the Union, female-dominated companies extend to industries like healthcare, social work, and education. Pompei continued, "There are still too few companies owned by women but they are on the rise, especially thanks to young women investing in the digital and innovative sectors." Specifically, countries like Portugal are a great place for women in tech, thanks to a mix of social and federal policies that have encouraged this growth.

More than anything else, the female workforce will benefit from a culture shift. Women should feel comfortable celebrating their successes, and youth of all genders must be encouraged to pursue an education in emerging sectors.

Written by South EU Summit

<https://www.southeusummit.com/europe/closing-the-gender-gap-on-entrepreneurship-in-europe/>

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Countries in Europe and Central Asia can provide better opportunities and services for citizens by leveraging Blockchain technologies

A new report prepared by World Bank, states that countries of the region should exploit new digital technologies to innovate and improve their services

Tbilisi (GEORGIA) - May 8th, 2018 - With economic growth in Europe and Central Asia having peaked, following 2.7% growth in 2017 and a projection of 2.3% for 2018, countries in the region should take advantage of new digital technologies to innovate and improve their services, says a new World Bank report, Cryptocurrencies and Blockchain: Europe and Central Asia Economic Update.

Polymakers in the region will need to strike a balance between unleashing the full potential and curbing the hype around new technologies. At the same time, policies also need to support citizens in adjusting to increased flexibility in labor and product markets.

Among the new wave of technologies to emerge are blockchains - digital technologies that enable person-to-person transactions and information flows without the need for a trusted intermediary. The first applications of blockchain technology were cryptocurrencies, which create digital money without central banks and facilitate payments without financial institutions.

"Many countries in Europe and Central Asia have proven to be fertile ground for the development of cryptocurrencies and blockchain technologies," said Hans Timmer, World Bank Chief Economist for Europe and Central Asia, at the report launch in Tbilisi.

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"In Georgia, for example, mining of cryptocurrencies is surprisingly widespread, driven largely by tax exemptions and low electricity prices. Going forward, it will be important for the government to ensure financial oversight and protection of consumers."

A multi-billion-dollar industry today, cryptocurrencies continue to evoke widely divergent views, says the report. The extreme volatility of cryptocurrency values raises doubt about their viability as an alternative to legal tender, while the increasingly high electricity costs associated with mining cryptocurrencies are cause for concern.

The underlying blockchain technology, however, is being adopted more broadly, with several governments in the region already experimenting with blockchains to digitize and streamline public services, in order to make them more secure, transparent, and efficient.

In Ukraine, Estonia and Georgia, for example, governments are looking to set-up land and real-estate registries using blockchain technology. Azerbaijan is experimenting with digital IDs for banking, while Lithuania has opened a blockchain center to incubate start-ups. Switzerland aims to become a blockchain hub and is leading in adjusting regulations to these technologies.

"Blockchain technologies are putting competitive pressure on private financial sectors, while also triggering creative ideas and approaches within governments," added Mr. Timmer. "At the same time, they have introduced a range of policy challenges for countries."

Some of the key challenges include

ensuring financial oversight and combatting money laundering, tax evasion and illicit transactions. In addition, governments need to address the massive use of electricity involved in the mining of cryptocurrencies, while determining how much they should support start-up companies that specialize in blockchain technologies.

The report finds that economic growth has been strong in Europe and Central Asia, the fastest growth in a decade, and was especially strong in Central Europe and Turkey. However, reduced unemployment and rising inflation indicate that growth in the region will likely decelerate going forward.

During the economic upswing, many countries in the region increased their exports and reduced fiscal deficits, providing a cushion if cyclical headwinds materialize. Going forward, however, the region will face additional challenges navigating the global tightening of financial conditions, and the rising tendencies toward protectionism.

Full Report: Cryptocurrencies and Blockchain: Europe and Central Asia Economic Update

Written by The World Bank
Photo: ZeroUno

<http://www.worldbank.org/en/news/press-release/2018/05/08/countries-in-europe-and-central-asia-can-provide-better-opportunities-and-services-for-citizens-by-leveraging-blockchain-technologies>



The Blockchain, origins and use

A blockchain, originally block chain, is a growing list of records, called blocks, which are linked using cryptography. Each block contains a cryptographic hash of the previous block, a timestamp, and transaction data (generally represented as a merkle tree root hash).

Blockchain was invented by Satoshi Nakamoto in 2008 to serve as the public transaction ledger of the cryptocurrency bitcoin.

The invention of the blockchain for bitcoin made it the first digital currency to solve the double-spending problem without the need of a trusted authority or central server.

The bitcoin design has inspired other applications, and blockchains which are readable by the public are widely used by cryptocurrencies. Blockchain is considered a type of payment rail. Private blockchains have been proposed for business use.

Cloud, Artificial Intelligence Transformations Are Cultural Transformations

Manufacturers now track, in real time, how their products are being used and download upgrades to everything from stereo speakers to cars

Innovation is being sought in all corners of the economy, and technology is seen as the way forward. Manufacturers now track, in real time, how their products are being used -- and download upgrades to everything from stereo speakers to cars. We've seen augmented reality provide data-driven layers of visualization to product selections, and algorithms set the tones of conversations with customers.

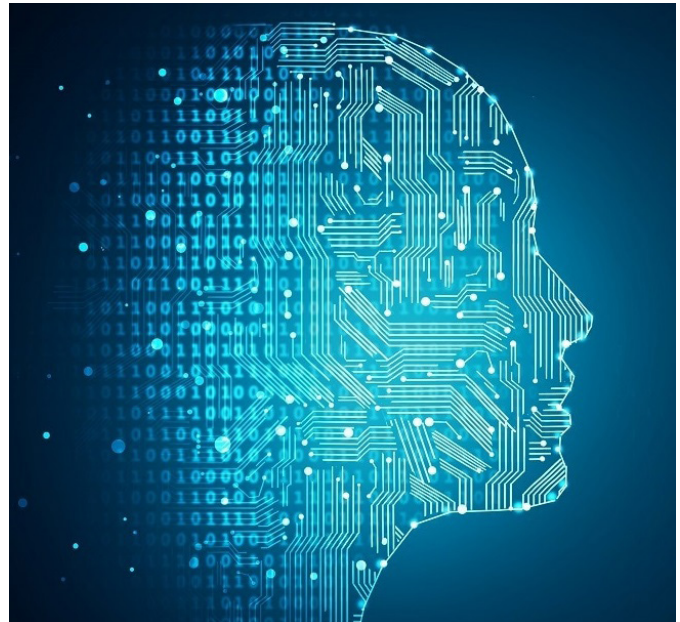
Executives are buying into the potential of technology-driven innovation, but are still fumbling when it comes to making it happen, according to a recent survey of 500 executives by Ernst & Young. Cloud computing and the internet of things (IoT) ride high as innovation initiatives, now in place at 81 percent and 45 percent of enterprises, respectively. Executives are also putting more credence in artificial intelligence (AI). Nearly one-quarter of respondents, 24 percent, believe that AI will have the greatest positive impact on the future growth of their company in the next five years, followed by machine learning (23 percent).

In addition, leveraging data for business insights and developing new products and services are top innovation priorities. Close to half of respondents, 46 percent, say that their companies are refining hiring practices to attract talent with diverse, future-focused skill sets.

Technology-driven innovation is a long and winding road. While half of the executives say their organizations spend more than five percent of their annual budget on innovative initiatives, 42 percent say their budgets don't go far enough. Factors that can also derail innovation efforts include market volatility that can be a distraction, as well as fears of being outpaced by competitors.

Yet, they shouldn't fall for the idea that throwing more money and technology into the mix will suddenly increase their levels of innovation. If anything, the survey reveals an ongoing disconnect between organizations' investments in innovation and their ability to integrate the results of those new technologies and capabilities into their businesses. The survey's authors call this "trapped assets," where investments aren't being used effectively across siloes to realize their full potential. Executives may feel they need to increase budgets to drive more innovation in their organizations, "but unless they are also prepared to transform their businesses to fully reap the benefits of those new ideas, it will be like pouring more water into a leaky bucket," according to the survey's authors.

What does it take to evolve toward a more innovative corporate culture? Three-fourths of executives say they believe they're making their organizations have exceeded their expectations



on innovation, compared to competitors. Plus, at least 79 percent say their organizations are tolerant of failure. This is an encouraging piece of data, but somehow I'm skeptical this reported level actually translates into day-to-day tolerance in typical organizations. Tellingly, only 25 percent of entry-level employees believe this is the case.

To further engage employees in innovation, respondents report that their companies provide incentives for innovative accomplishments (44 percent), support for external workshops or training (43 percent) and offer special innovation-focused events, such as hackathons (42 percent).

In addition, to speed up the path to technology-inspired innovation, the EY authors recommend executives "focus on a minimum viable product to get innovations into the field quickly to see if they work"; and to "pulse clients and customers frequently to see if a product or service is performing for key stakeholders." They also recommend that executives "fail forward and course correct quickly to get to the right approach."

More...<https://www.forbes.com/sites/joemckendrick/2019/02/24/cloud-artificial-intelligence-transformations-are-cultural-transformations/#2fcaf2346a77>

Written by Forbes

Photo: News-Medical.Net



ENTERPRISE IN FOCUS

A journey to the discovery of Russia's beauties

Road to Moscow's company, founded in the year 2012, is a team of young professionals incorporated to create a unique product of exceptional quality

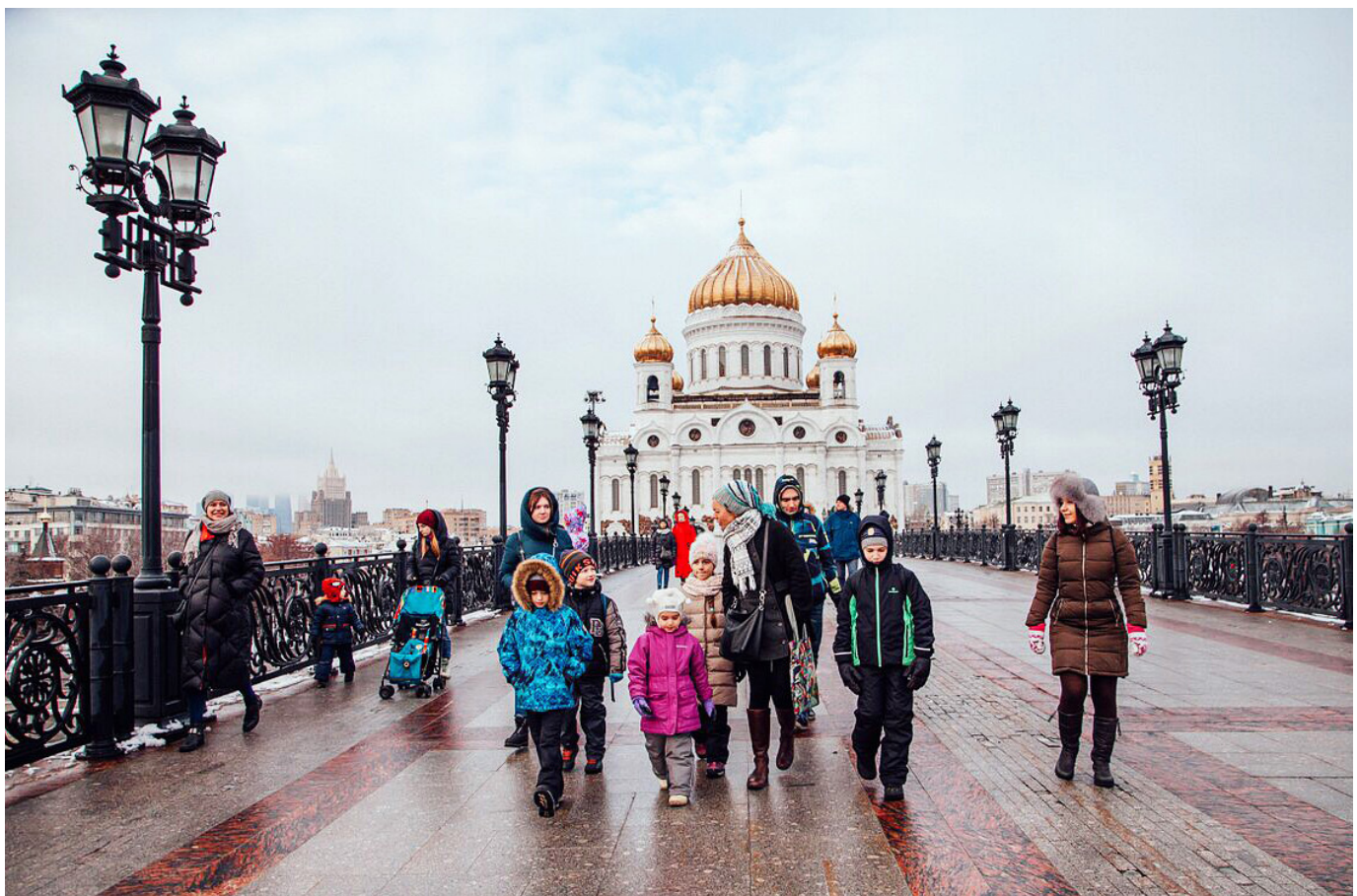


Photo: Tour of Moscow city

Road to Moscow's international story began in 2012. The company team was asked to organize commercial training programs for representatives of the city professional communities and employees of one of the Moscow government departments.

Having a long working experience with 15 countries including China, Germany, India, Colombia, Brazil, Argentina, Armenia, Kazakhstan, Republic of Korea, Estonia, Sweden, Denmark, Poland, Singapore, the company has successfully implemented the project and has continued to work actively with delegations from different countries. Each delegation had its own special purpose of visiting and the challenge was to present an

exclusive content of the non-mass market, show unusual places and special aspects of the original of the country. Each of the projects has been designed in a unique way.

Today, Road to Moscow's company is a team of young professionals incorporated to create a unique product of exceptional quality for both groups of tourists and individual travelers in tourism.

The key activity areas of the company are:

1. **MICE** - Select, book and arrange conference halls, arrange

ENTERPRISE IN FOCUS

The company also organizes family special tours for children and their parents during their stay in Moscow.

passport control, organize VIP-halls, provide guide-translators services. While you develop your business, the company will take care of everything else!

2. VIP tours - These are programs dedicated to attentive and demanding customers, who will be pleasantly surprised by the diversity of Russia, showing all the beauty of the country, the charm of the immense Russian soul.

Tourists will have unforgettable memories thanks to a high quality program: prestigious hotels, the most interesting events, the most delicious cuisine, visit to places where access is normally forbidden. A unique experience that will certainly be remembered!

3. Family tours - These are special tours for children and their parents. Road to Moscow takes care of customers during their stay in Moscow. Particular attention is paid to children: through the video surveillance system, parents can identify their children in the playroom at any time. Strollers, toys and other accessories are provided. Therefore, parents will also have free time. In fact, a cultural program is offered, while their children are with the nannies.

4. Guidezilla! - Is the first mobile application that can help anyone to easily discover the capital during a friendly walk. Therefore it is not necessary to book excursions in advance, with this software the tourist can be 100% sure of the information provided. All the guides are young Moscow students who have historical knowledge of the city and know unique and interesting places.



The Road to Moscow is the founding company of the Moscow Tourism Association, created to combine the common efforts in the organization of the city, to promote and develop of tourism in Moscow in collaboration with the Moscow government.

Over the years, among partners of Road to Moscow, there were representatives of companies and government agencies of other countries such as: Ministry of Social Development, Entrepreneurship, Youth Relations and Sports of India, Municipality of Rio de Janeiro (Brazil), Ministry of Culture of Buenos Aires (Argentina), Department of leisure and culture of the city of Hong Kong, Yunth Square (Hong Kong), Senate Department for Integration, Labor and Social Affairs of the city of Berlin (Germany), Federation of Youth of Beijing (China), National Council of Singapore to support gifted youth, International Volunteer Support Organization (IAVE), Tallinn Central Library (Estonia), The National Library of Estonia, Chinese organization for the development of art-volunteering and others.



The Road to Moscow is the founding company of the Moscow Tourism Association, created to combine the common efforts in the organization of the city, to promote and develop of tourism in Moscow in collaboration with the Moscow government.



A blockchain solution for a greener economy

A tool to tackle the problems related to climate change, raising funds for clean energy and stimulating investments in green companies

By 2030, about 140 mln people will have to migrate due to climate-related issues. Small island developing states are being ravaged by natural disasters here and now: Hurricane Maria has stripped the island of Dominica of 242% of its GDP, raising its overall poverty rate from 28.8% to 42.8%.

To harness the global warming and to counter the climate change issues, we have to stimulate investment into green businesses. An important part of the “green economy” will belong to green bonds and “carbon credits” helping raise funds for clean energy and environmentally friendly technologies in various industries.

Technical progress brings new ways to mitigate the industrial damage to environment and climate. One of such instruments is blockchain technology. Its obvious strengths are absence of intermediaries, transparency of transactions for every member of the network the immutability of the data stored in the network. Therefore it allows to solve the problem of scam and falsification of data. Blockchain applications are currently being explored and applied by more than 15 UN agencies.

Among the climate-focused blockchain projects we can outline DAO IPCI (Decentralized Autonomous Organization - Integral Platform for Climate Initiatives), created by a team of green economy enthusiasts of different backgrounds.

It is a digital environment based on smart contracts. It aims to make the emission and transfer of financial mitigation instruments – carbon units, green bonds, etc - highly reliable, transparent and protected from intervention from the side of any centralized power. This is why blockchain solutions, and DAO IPCI in particular, drew a lot of attention at the conference COP23 in Bonn (November 2017). The creators of the platform - Anton Galenovich (Product Designer), Alexey Shadrin (Managing Director) and Sergey Lonshakov (CEO), believe that the rise of trust in the market and easy trade in carbon credits will heat the investment into green projects.

The first ever blockchain-based transaction with carbon credits took place in March 2017, when the French Aera Group registered a part of its CO2 reductions performed by a solar power plant in Mauritius and equal to 400 tons of carbon dioxide.

Up to the moment, two manufacturers - KhimProm and Swiss Krono - have reduced their carbon footprint by implementing climate-friendly technologies. As soon as reductions were verified by DAO IPCI's partner KPMG, they issued tokens based

on the GHG emission reductions to the blockchain. These tokens are available for anyone to acquire and use to offset GHG emissions. KhimProm's carbon units have been recently acquired by Yuri Anisimov a fintech director at Startmesh, to compensate his personal carbon footprint. We can expect that green businesses will receive a new instrument to draw investments.

Small and medium enterprises can equally become issuers of carbon credits, thus enhancing the reputation of their brand, becoming part of the global market ecosystem and gaining the opportunity to gain extra income by selling their carbon credits. They can become the offset providers who carry out environmental projects such as planting forests etc.

In Chile, DAO IPCI will launch the world's first decentralized climate program for the development of solar energy in remote villages. Emissions reduction will be verified through the data from IoT sensors and confirmed via public blockchain. The IoT protocol is tested in the field, and its implementation will significantly reduce the verification costs and increase the credibility of green assets and green digital tokens.

In Kazakhstan, the organization is negotiating the implementation of blockchain in the National System of Emissions Monitoring and the carbon market, which was launched in 2018 as part of a joint program with the World Bank. If the deal succeeds, Kazakhstan will be the first country to implement a blockchain for national climate policy and will significantly improve its ecological transparency, which should increase the trust of foreign partners and contribute to the inflow of investments in renewable energy.

At the moment DAO developers aim to creating a protocol for an automated system for recording and stimulating energy savings via IoT and smart sensors in order to increase energy efficiency and reduce emissions of industrial pollutants.

Written by Catherine Joubert - WUSME Ambassadress in Russia and Official representative in France for DAO IPCI. Team of DAO IPCI are: Chief Technical Officer, Dr. Anton Halenovich, Managing Director, Dr. Alexey Shadrin, Lead IT Developer, Dr. Sergey Lonshakov, Legal Director, Dr. Sergey Sitnikov.

WUSME at SEES 2018

Moments of the event



WUSME President Gian Franco Terenzi - A moment of the speech during SEES, Sino European Entrepreneurs Summit 2018 in Paris (France)



Photo on the left: A moment of the event: Zhai Jun People's Republic of China Ambassador to France and Monaco, Jean-Pierre Raffarin Former French Prime Minister and President of "FONDATION PROSPECTIVE & INNOVATION", Long Yongtu Former Chinese Vice Minister of Ministry of Foreign Trade and Economic Cooperation and Gian Franco Terenzi WUSME President



Photo on the right: WUSME President Gian Franco Terenzi with WUSME Ambassadors in Cambodia Ms. OKHNA Roseline So.



Investments and new markets

The SINO-EUROPEAN ENTREPRENEURS SUMMIT gathered over 500 Chinese and European leaders, entrepreneurs and experts of the economic and business world

PARIS (FRANCE) - 6th June, 2018 - The ninth edition of SINO-EUROPEAN ENTREPRENEURS SUMMIT (SEES) was held in Paris on 4rd and 5th June, 2018, hosted by the Federation of Chinese and European Entrepreneurs. The event was also attended by WUSME, International Organization based in the Republic of San Marino committed to supporting Small and Medium Enterprises worldwide and formally recognized by the United Nations by virtue of the Special Consultative Status with ECOSOC since 2013. The summit held in Paris gathered over 500 Chinese and European leaders, entrepreneurs, experts and scholars of the economic and business world. An important occasion, which has become an annual event (eight sessions held in London and Paris since 2008), to conduct in-depth exchanges and discussions on current issues, as well as to strengthen the partnership between Chinese and European entrepreneurs. At the heart of the summit, the “Belt and Road” Initiative

proposed by China in 2013, financial innovation China - European Union and globalization. The objective is the promotion of a new model for opening and innovating foreign investments, promoting the connectivity of China-Europe companies and the creation of a large Asia-Europe market. The SINO-EUROPEAN ENTREPRENEURS SUMMIT was co-chaired by Jean-Pierre Raffarin, former French Prime Minister and President of “FONDATION PROSPECTIVE & INNOVATION” (who stressed the importance of the Chinese “Belt and Road” Initiative, also highlighting the support expressed by the French President Emmanuel Macron) and by Long Yongtu, former Deputy Minister of the Ministry of Foreign Trade and Economic Cooperation and former Secretary General of the Boao Forum for Asia. President Gian Franco Terenzi attended the Convention in representation of WUSME and spoke during the first day of the proceedings,

reassuring his constant commitment to support SMEs. At the end of the French summit, highlighted the importance of the event as moment for gathering and discussion with the diverse delegates present. «The Conference was an opportunity to explore and discuss the development of the ‘Belt and Road’ Initiative, linking Asia, Europe and Africa -WUSME President Gian Franco Terenzi underscored- but also to express considerations and indications on projects related to SMEs, addressing specifically opportunities of micro-financing and undoubtedly involving emerging countries. In fact, they need to grow and develop and micro-financing could be a useful and effective tool. In essence -WUSME President concluded- it could offer them the opportunity to play a supporting role in larger economic realities to contain and limit the phenomenon of immigration».



Photo: WUSME President Gian Franco Terenzi - A moment of the speech during SEES, Sino European Entrepreneurs Summit 2018 in Paris (France)





In the picture: meeting between WUSME President Gian Franco Terenzi and H.E. Chinese Vice President Wang Qishan

President Terenzi in China to attend the “International Forum of Former World Leaders”

The event in Beijing focused on highly significant topics, such as artificial intelligence, climate change and the trade dispute affecting the global economy

4th October, 2018 - WUSME President Gian Franco Terenzi attended an important International Forum of Former World Leaders held from 28 to 30 September 2018 in Beijing. The event corresponded to the 35th Annual Plenary Assembly of the InterAction Council, an international organization bringing together former world leaders to unite their energies, experiences and international contacts and develop and encourage change in the world.

The forum was attended by eminent representatives of institutions from over 40 countries. Present many former Heads of State, Prime Ministers and Ministers.

On the occasion, WUSME President met with prominent dignitaries on the institutional scene, such as H.E. the Vice President of the People's Republic of China Mr. WANG Qishan.

The event focused on highly significant topics, such as artificial intelligence, climate change and the commercial war affecting the global economy.

On the sidelines of the Conference, President Terenzi had the chance to explore opportunities related to the organization of an International Conference of SMEs to be held in China in year 2019.



President Terenzi had the chance to explore opportunities related to the organization of an International Conference of SMEs to be held in China in year 2019.



SMEs NEWS

The future for SMEs is online

Globally the SME is considered key to igniting economic growth and transformation



May 28th, 2018 - Research by the Industrial Development Corporation (IDC) found that small to medium-sized enterprises (SMEs) who have invested in digital technologies showed more growth than those that did not. In addition, further studies found that technology improved management, information delivery, collaboration and SME agility. Globally the SME is considered key to igniting economic growth and transformation. In South Africa, the role of the SME has never been more crucial.

“A rich online presence provides the SME with the tools to connect, collaborate and engage with customers across multiple platforms and broader markets,” says company head of online hosting company 1-grid.com, Thomas Vollrath. “For those who exist solely in the physical space, an online presence is key to unlocking customer engagement and fresh opportunity.”

SMEs face unique challenges with speed to market, building a brand from local to global, customer responsiveness and economic uncertainty. These are further impacted by digital transformation and disruption as businesses rapidly move from the physical to the digital space.

“The SME needs to reinvent and redefine,” says Vollrath. “In the retail sector in South Africa there is already a significant shift from physical stores to online warehouses that deliver on

the customer demands of convenience and accessibility. This level of disruption is not exclusive to retail and is set to impact all sectors, business sizes and markets.”

A digital presence is critical to brand building and customer engagement and without it, the SME runs the risk of losing market share and customers. “With the right online hosting partner, the SME can open up new revenue streams, develop collaborative tools, and build an online value chain that is beautifully positioned to meet the future marketplace,” says Vollrath.

Getting your business online has become significantly easier; “Ultimately an online presence shouldn’t be an afterthought, it is an inherent part of any business strategy. Companies that digitise will disrupt the status quo and redefine the future,” says Vollrath.

Written by IT News Africa

<http://www.itnewsafrika.com/2018/05/the-future-for-smes-is-online/>

SMEs NEWS

Cloud Managed Service Market: Increased Adoption by SMEs to Bolster Market Demand



The international market for cloud managed services is expected to rise at an attractive growth rate of 9.60% CAGR in between the years 2017 and 2022.



June 19th, 2018 - The world cloud managed service market is considered to be extremely influenced by the constant rise in the worldwide trend of cloud automation. The augmented uptake of various managed services amongst small and medium enterprises (SMEs) over many different conventional services, due to their added benefits is propelling the growth of the world market for cloud managed services significantly. Rising need of numerous enterprises to emphasize on their main business, substantial rise in the spending of information and communication technology, and growing inclination towards big data analytics are further boosting the said market. In a recent business intelligence study by Transparency Market Research (TMR), it has been found out that numerous new companies would venture into the said market and the market is expected to come with fragmented scenario with highly competitive landscape and is expected to remain so in the forthcoming years. The report has identified various prominent companies such as AT&T, Hewlett Packard Enterprises, Cisco Systems Inc., Rackspace, NEC Corp., VMware, NTT Data Corp., Huawei Technologies, and IBM Corp. as some of the eminent companies that are currently operating in the international market for cloud managed service.

The international market for cloud managed services is expected to rise at an attractive growth rate of 9.60% CAGR in between the years 2017 and 2022 and is estimated to reach market valuation of around US\$ 86.4 bn towards the end of the year 2022. This constant rise in the need for cloud-based mobility services is anticipated to impact this market positively

over the next few years. The world market for cloud managed service has been regionally divided into Middle East and Africa (MEA), Europe, Latin America, Asia Pacific excluding Japan (APEJ), Japan, and North America. Amongst all of these, the said market in North America has taken over the prominent position and is anticipated to continue with its supremacy in the next few years to come. The fact that there exist a large number of prominent providers of managed service providers across Canada, and the U.S. have been encouraging the regional market over the past few years. The regional market of North America for cloud managed services is expected to expand at a robust growth rate of 8.10% CAGR over the period that extends from the year 2017 to 2022.

Amongst various other regional markets, Asia Pacific excluding Japan and Europe are forecasted to witness a substantially high growth in their respective regional markets for cloud managed services. Europe is expected to obtain momentum from the presence of an advanced IT infrastructure, whilst, Asia Pacific excluding Japan will mostly benefit from the presence of substantial untapped opportunities for the growth of the market.

More...<http://www.364analyze.com/2018/06/19/cloud-managed-service-market-increased-adoption-by-smes-to-bolster-market-demand/>

Written by 364 Analyze
Photo: SME Magazine



SMEs NEWS

Cloud Computing Market in Latin America: Increasing Number of SME's Creates Inroads for Growth

10th September, 2018 - Rapid advances towards digital economy have encouraged enterprises in Latin America to embrace cloud computing solutions such as IaaS for enhanced functionality and ease of operations, thereby maneuvering growth in cloud computing market in Latin America. To analyze the implications of ongoing developments on the growth of the market, Market Research Hub (MRH) has added a new research report titled, 'Cloud Computing in Latin America: Market Opportunity and Competitive Analysis' to its rich database. **Emergence of new Telecom companies Pave Roadmap for Growth.** Service providers in cloud computing market of Latin America are dedicated to explore and imbibe new solutions that ensures cost-effective and scalable solutions catering to the needs of enterprises irrespective of their size and capacity. Emergence of new telcos entrants in Latin America is expected to diversify services by offering suitable substitutes for legacy technology, thereby amounting to the growth of cloud computing market in Latin America. **AWS Expands its Cloud Computing Services with New Data Center in Argentina.** In the light of growing digital economy and overt demands for cloud computing services in Latin America, tech giant Amazon (AWS) in its bid to address popular demands has recently

made an official announcement to expand its capabilities with an additional data center in Argentina to facilitate new developments in cloud technology. Increasing number of data centers resonates AWS's growth objective to render efficient and accurate data management services for enterprises across Latin America. This new investment is expected to garner a corner stone, enabling AWS to sustain stiff competition evident in cloud computing market of Latin America with industry stalwarts such as Microsoft and Google heading towards profile differentiation. Additionally, Microsoft has recently made an official statement stating its latest venture with Walmart to offer its Azure platform for seamless cloud services. The project has been signed for a five year term, which however is subject to expansion depending on mutual agreement. Microsoft Azure is also renowned for extending its cloud services to a number of other enterprises such as Flipkart and Bank of America. These contracts are estimated to land Microsoft at the helm of cloud computing market in Latin America.

More...<https://thefairreporter.com/cloud-computing-market-in-latin-america-increasing-number-of-smes-creates-inroads-for-growth/>

Written by Fair Reporter

How technology is enabling SMEs

5th September, 2018 - From 2007 to 2014, trade by ASEAN nations grew by a value of nearly US\$1 trillion to a total of US\$2.5 trillion. A quarter (24 percent) of ASEAN's total trade was within the region, followed by trade with China (14%), Europe (10%), Japan (9%) and the United States (US) (8%). During the same period, foreign direct investment (FDI) rose from US\$85 billion to US\$136 billion. Initiatives such as the ASEAN Economic Community and the highly anticipated signing of the Regional Comprehensive Economic Partnership in November demonstrate ASEAN's commitment to regional and global business. Efforts are paying off: today the region commands a combined gross domestic product (GDP) of about US\$2.4 trillion; GDP per capita increased 63.2 percent from 2007 to 2015. If it were a single country, ASEAN would be among the top 10 economic powers in the world. **A crucial role to play.** SMEs in ASEAN account for more than 50 percent of a country's GDP and up to 30 percent of its exports, according to a report from the United Overseas Bank, Dun & Bradstreet and EY that focused on the six largest ASEAN countries: Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. SMEs are often the largest source of local employment across all economic sectors. In Thailand and Vietnam, for example, SMEs account for nearly 99 percent of all registered businesses and employ more than 70 percent of



the workforce. The future success of ASEAN's SMEs, and to an extent the success of the region, will depend on the ability of these businesses to deepen their participation in global trade. SMEs expect revenues from North and South Asia to increase, and those from the Americas and Europe, the Middle East and Africa (EMEA) to double, by 2020. This reflects an appetite for international growth among SMEs more globally.

More...<https://theaseanpost.com/article/how-technology-enabling-smes>

Written by The Asean Post



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

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**

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

info@wusme.org





World Union of Small and Medium Enterprises