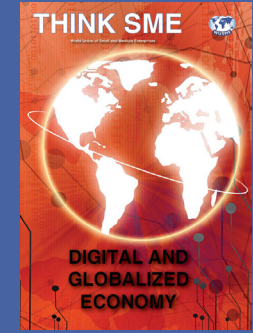
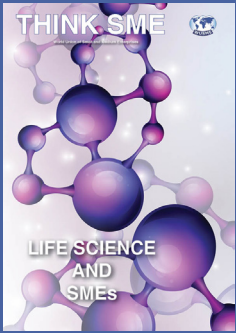


THINK SME

World Union of Small and Medium Enterprises



BLOCKCHAIN TECHNOLOGY



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Editorial

Vice President (USA)
Prof. James A. Omps

SME-Centric thinking



This sector is continually working to meet inimitable challenges

More than a half century ago, my father embarked on a mission to draw attention to the creative and innovative men and women with the skills – intrinsic and learned – necessary to start and guide those dynamic entities with the potential to grow and to eventually drive appropriate economic development. Dr. James R. Omps, Professor Emeritus, University of Hawaii, left us in late December of 2014 as he was nearing his 94th birthday. I was lucky enough, as his son and business colleague, to work with and learn from him for the last half of his life.

Dad was no ordinary academic. Prior to entering the academic world, he was a highly creative, innovative and successful entrepreneur in his own right. He understood business from the ground up and from the inside-out, as it were. That fact was both an asset and liability during his academic career.

He studied the path of highly successful entrepreneurs ... what they did, how they did it, as well as the techniques they both developed and applied along the way. He was able to integrate those elements with his personal experience in the field of commerce. The amalgamation is, today, the discipline of *entreprenology* ... the integration of knowledge, experience and imagination. The living legacy to his work in the field of entrepreneurship and *entreprenology* is the International University of *Entreprenology* which was founded in the State of Hawaii in 1972. Interestingly, the term “*entreprenology*” was coined by my mother Maxine who was not only dad’s wife but his very savvy personal assistant during the 60s, 70s and 80s.

With that brief introduction out of the way, let me now bring the most important element of this treatise to center stage: men and women who start, guide and grow the enterprises with the potential to become the next IBM, Walmart, Apple, Dell or Microsoft. I refer to, obviously, those individuals who are at the heart of the SME sectors around the globe.

When I first had the honor of meeting WUSME President, the Honorable Dr. Gian Franco Terenzi, and the esteemed Secretary-General, Dr. Norbert W. Knoll von Dornhoff, I was already somewhat familiar with the mission of the organization they had given birth to ... the World Union of Small and Medium Enterprise. The name alone has already become synonymous with SME Advocacy and Support. Under their astute and capable leadership, WUSME’s mission has been clarified and expanded year-over-year to include growing numbers of individuals and organizations proudly claiming a stake in this most important of all economic sectors.

SMEs have, for many, many years, been acclaimed as the backbone of virtually every economy around the world. More than 90% of all business are, as everyone knows, SMEs. Why then, for all that has been said about their contribution to socio-economic development, has it been so difficult to provide the support that they must have in order to work unique brand of magic for the benefit of all?

WUSME recognized a decade ago that this sector has distinctive needs and is continually working to meet inimitable challenges. The Union also realized that we cannot rely upon blanket legislation and regulation to alleviate or eliminate the roadblocks that such thinking creates. We must begin immediately to build bridges to span the gaps that exist between What-If and Reality ... SME-Centric Thinking.

By putting the SME agenda on center point, we can begin to move unerringly toward the development of solutions that will solve issues rather than exacerbate issues. As one wise person once said, “If we are not part of the solution, then we are part of the problem.” I can say without hesitation or fear of misstep that WUSME knows the direction that must - and eventually will - be taken be it east, west, north, south or any other point of the compass. Having dedicated itself to assisting in the development and support a healthy, dynamic and flourishing Globally Viable SME Sector, WUSME is well on its way to becoming not just another source for SMEs to rely upon for guidance and support ... but THE SOURCE!



WUSME

THINK SME

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Conference - Second Edition International SME Convention

New Delhi (INDIA) - Moments of the event



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Dr. Arun Kumar Panda, Secretary, Ministry of MSME.



Ms Alka Arora, JS(SME), Ministry of MSME.



WUSME delegation at International SME Convention.



A moment of the event.



WUSME stand equipped for the conference.



WUSME at the International SME Convention 2019 in New Delhi

The second edition of the event was held in the Indian capital from 27 to 29th June



Photo: WUSME General Secretary Prof. Dr. Norbert W. Knoll von Dornhoff - A moment of the speech.

NEW DELHI (INDIA) - The second edition of the International SME Convention (ISC) was held in New Delhi (India) from 27 to 29th June 2019, hosted by the Federal Ministry of Small and Medium Enterprises of the Indian Government and jointly organized by INDIA SME FORUM, with UNIDO and UNDP as

institutional partners.

ISC has been conceived as platform to find business partners and allow intense commercial discussion with specific focus on the interaction between international and Indian SMEs Entrepreneurs.



New technologies, digitalization and projects of Small and Medium Enterprises, aimed at protecting the environment and fighting climate change, represent today a new model of development for the international economy, with benefits in terms of employment. Small entrepreneurs and Craftsmen have the opportunity to be main actors of this change.

The three-day event was inaugurated by Hon. Minister of MSME Nitin Gadkari, who shared his vision and ideas for the enhancement of the MSME Sector in India and encouraged entrepreneurs to boost exports, innovation and generate employment.

WUSME actively contributed to the Convention, for its original affiliation to the event and ongoing commitment in support of SME development and cooperation.

During the opening ceremony, WUSME GS Dr. Norbert Knoll conveyed WUSME President Gian Franco Terenzi's message, praising ISC as an important initiative in support of the wide world of craftsmanship and micro-enterprise, mainly family-run or female-run businesses. As a widespread phenomenon in India as well as in other countries of the world, highlighting their strong development also by virtue of the specific skills achievable through the new technologies.

In the message, President Terenzi congratulated Hon. Minister Nitin Gadkari for his support to micro-enterprises,

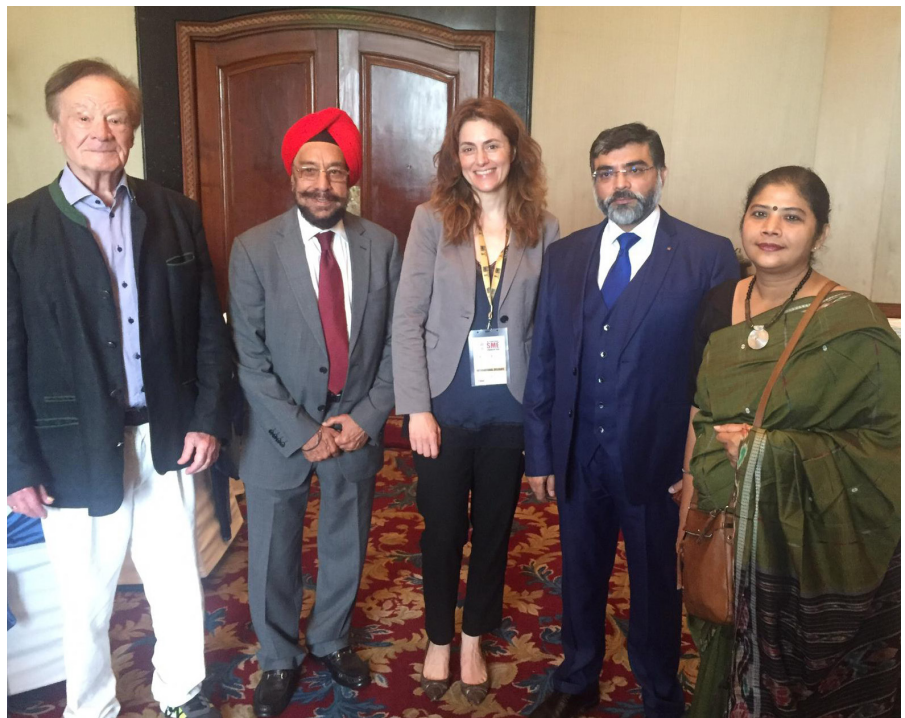
especially those engaged to meet the demanding needs of the market and employment on the national territory. «The commitment of WUSME is also to facilitate the transfer of technological know-how, especially in the sectors where it is more needed, and promote training as a vital factor for the success of companies over time. In the same way, our Organization is addressing some urgent issues, such as the fight against climate change in which we believe SMEs can play an active role and provide an important contribution».

New technologies, digitalization and projects of Small and Medium Enterprises, aimed at protecting the environment and fighting climate change, represent today a new model of development for the international economy, with benefits in terms of employment. Small entrepreneurs and Craftsmen have the opportunity to be main actors of this change and promote - through research and innovation - an effective, long-lasting and prosperous global economic growth.



Photo: left to right:

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





WUSME at the R20 AUSTRIAN WORLD SUMMIT

An initiative to help regions, states and cities to implement the sustainable development goals of the UN Agenda by 2030 and to achieve the global objectives of climate protection

VIENNA (AUSTRIA) - June 25th, 2019 - WUSME took part in the annual R20 AUSTRIAN WORLD SUMMIT held in Vienna on May 28th and 29th 2019. Attending the event in representation of WUSME, its General Secretary Prof. Dr. Norbert W. Knoll-Dornhoff.

The Austrian World Summit, at its third edition, is a long-term initiative to help regions, states and cities to implement the sustainable development goals of the UN Agenda by 2030 and to achieve the global climate of protection defined in the 2015 Paris Agreement to limit climate change.

The UN General Secretary António Guterres (to hold a World Summit on Climate in New York City in September 2019) addressed the Summit stressing that “many of the countries that promised to make a certain number of actions are not pursuing what was promised”. Then, he added that “taxpayers’ money should not be spent on harming the planet. There are still many people who believe that subsidizing fossil fuels is a way to improve life. But there is nothing more wrong”. Speakers included Arnold Schwarzenegger, founder of R20

Regions of Climate Action. The former Governor of California urged leaders around the world to “invest in the green energy of the future”, adding that innovations in industry, commerce, craftsmanship and agriculture will be crucial to success “.

During the event, WUSME GS Norbert Knoll had the opportunity to approach the UN General Secretary Guterres and present the Organization and its commitment to promote the Sustainable Development Goals of the United Nations (SDGs) and the goals on climate defined by the Paris Agreement.

Consistent with its mission and the concern towards climate change and environmental protection, WUSME is particularly committed to enhance SMEs world as stakeholders able to play an active and important role in contributing to the SDGs and fighting change climate, sharing their successful experience and implementing sustainable projects, also by virtue of the relationships consolidated in institutional and international fora.

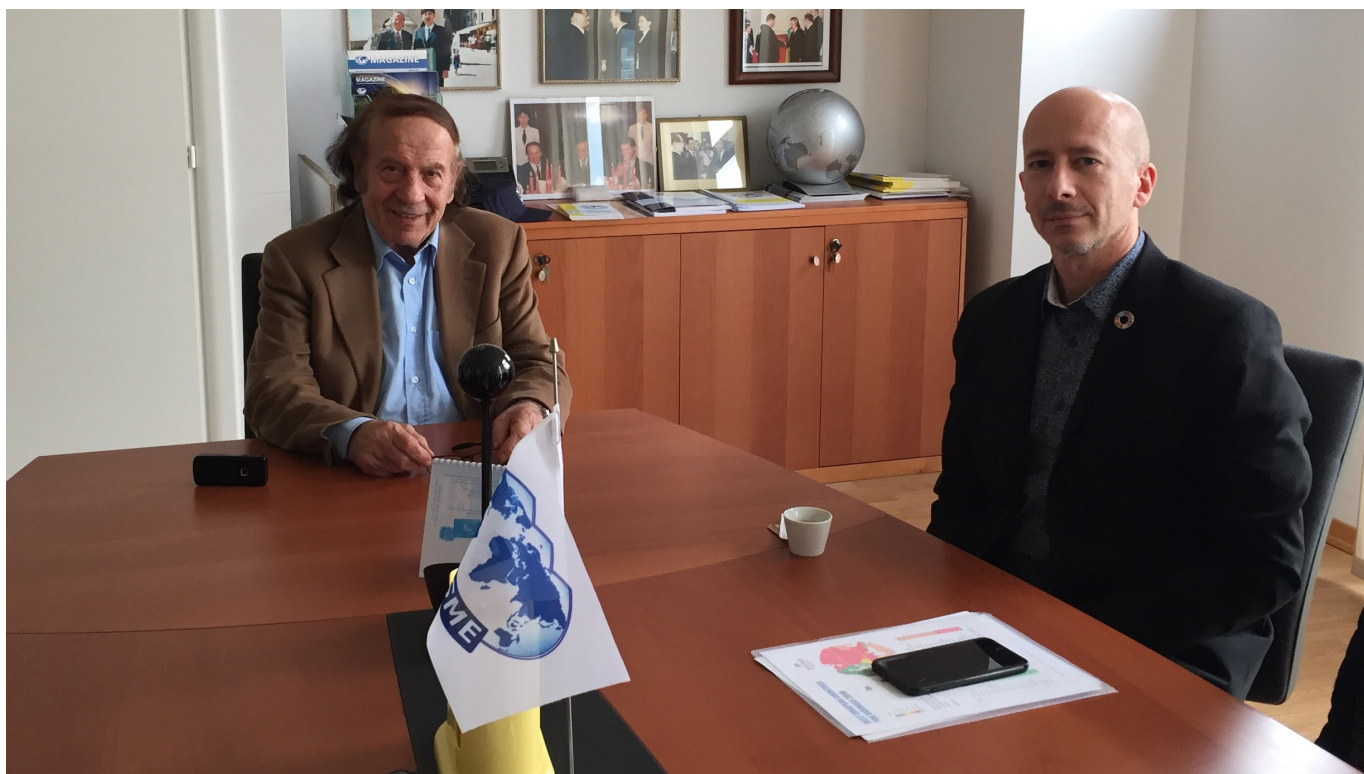


Photo: Prof. Norbert W. Knoll von Dornhoff, WUSME General Secretary.



WUSME is particularly committed to enhance SMEs world as stakeholders able to play an active and important role in contributing to the SDGs and fighting change climate, sharing their successful experience and implementing sustainable projects, also by virtue of the relationships consolidated in institutional and international fora.





Meeting between WUSME President Gian Franco Terenzi and EuCham - European Chamber President Michele Orzan

The conversation also included ways to jointly support the development of SMEs and explored opportunities for partnership between the two Organizations

REPUBLIC OF SAN MARINO - On 16th May, 2019, in the San Marino Headquarters, WUSME President Gian Franco Terenzi and EuCham-European Chamber President Mr. Michele Orzan held a fruitful meeting with wide-ranging discussion on ways to further boost WUSME-EuCham cooperation in support of SMEs.

WUSME and EuCham, linked since 2012 with the signing of a Memorandum of Understanding, share a constant commitment to support and promote the development of Small and Medium Enterprises and Craft, highly valued as driving force of the economy, essential mean for job creation, promoters of social stability and lasting, inclusive and sustainable economic growth.

The conversation also included ways to jointly support

the development of SMEs and explored opportunities for partnership between the two Organizations.

In the picture: WUSME President Gian Franco Terenzi with President EuCham European Chamber Michele Orzan



By **Mr. Jorostaw Adam Pacek**
WUSME Ambassador in Poland

Discover the Blockchain



It is a coding technology allowing to create a *“distributed data bases”* //

What is Blockchain and why there is so much noise about it? An attempt to clarify the basics of the Blockchain technology in a simple way.

We all hear the term “Blockchain” more and more often the recent few years. Last year, when Bitcoin, the first blockchain based cryptocurrency invented in 2009, hit \$ 20 000 per “coin” (initially sold for 30 cents) all the news agencies around the globe passed that message to almost everyone in the world. Yet still many of us (including some of the news presenters) don’t know what is blockchain and why people are being informed about it by the main stream media and the biggest banks write reports on it.

Often we hear, that blockchain is a “distributed database” (or distributed ledger) and this is true but not many of us are specialists in database area so why should we get excited about it? Even the fact, that in few years from now most of us (if not all) will use blockchain based products or services, may not seem that important as we also use mobile phones, internet and other revolutionary solutions, but don’t think too much about it.

Yet maybe if we knew those things were coming, we could think of better preparing our businesses to utilize it, so now it’s worth to learn a bit about the blockchain and prepare ourselves to better use this one and maybe even become pioneers in that field.

In case of the Blockchain, some people say, it’s a discovery similar to Guttenberg’s printing press. It’s going to enable “serious” communication exchange on the internet platform as much as printing on the paper enabled “transfer of information” the last 500 years. I would say this is a good proxy but not a complete one. One can go further and say, blockchain is both the paper and the secured printing press equivalent of the Internet era.

This is also why, using Blockchain in it’s early days, just like it was in the past in case of the paper, we cannot predict all the purposes it will be used for in the future. There is no simple list of tasks which blockchain “is good for” the very same way no one could forecast what will be written or printed on paper when it got first invented in China 2000 years ago. The paper was first “just” a cheaper platform for “preserving” information

in a reliable way, then papyrus used from the Egyptian times. Only later on it turned out to be the more convenient way for creating value bearing documents (including at some point banknotes) than any other ways of doing it previously like stone, plates or even golden coins. It was simply cheaper and hence more accessible to all those who needed to exchange some values with higher accuracy regardless of distance or personal knowledge of its recipients.

All those purposes blockchain has already brought to the internet environment too, with many more options to come in the future that we don’t know about yet. The difference is that the paper and the values written on it, need a physical form and more sophisticated security features and exchange networks to connect sending and receiving party in a long distance. While now, we CAN securely exchange any measurable value in the digital world in a quicker and cheaper way and it can be also stored securely and tracked with unquestionable accuracy to the very first source of origin.

But let us first explain a bit of the technical side of blockchain and how different from regular data transfers or databases it is, so that we start to understand it’s potential, strengths and limitations.

Blockchain is not a currency, not a platform or unique IT system. It is a coding technology allowing to create a “distributed data bases” (also called for a distributed ledger in the fintech world). Since anyone can register to this “database” from anywhere in the world, it allows to exchange any measurable value between it’s users too and it does so in a very secured way.

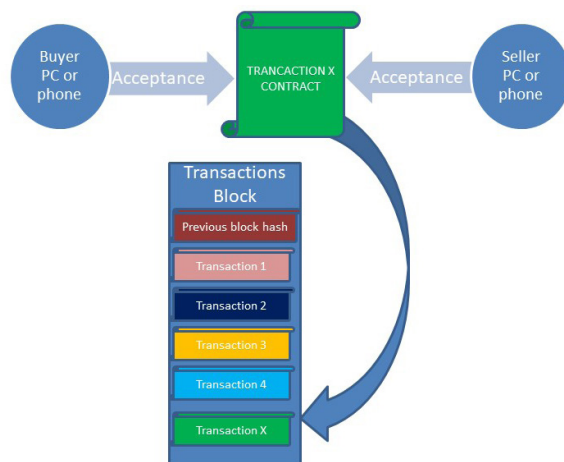
There are only 2 initial conditions for such an exchange: both of the transaction parties need to be connected to the internet and they both need to have an “account” called “wallet” on the same blockchain platform in order to have access to the same base.

The exchange is secure because the technology guaranties that each transaction is concluded only if both parties confirm the same contract details, and those cannot be altered and hence questioned later on. Physically this is achieved by the process of building and propagating transaction blocks or in other words the process of fixing transaction data and storing it in the chronologically consecutive blocks chain.

So if only 2 parties agree to exchange a value, it can be transferred 100% error-free from one wallet to another with no assistance of any bank, public notary or other costly middleman. This is especially useful, if the owners of those wallets want to make a transaction but do not know each other and did not have time to build a trusted relationship between them in the past.

Namely as soon as confirmed by the engaged parties on the both transaction sides, each transaction data is added to a random block of other – non related - transactions concluded on the same platform in the same time by the other platform users from around the world.

Entering Transaction to the block

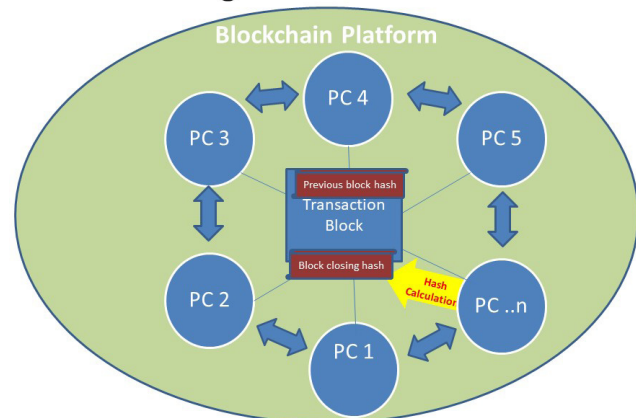


In the next step, such a block of concluded transactions gets closed with a unique “control-code” called “hash”. Value of each hash is established using an algorithm that **converts all the letters and numbers used in all the transactions of that block into a single encrypted output of a fixed length**. And here is where the “magic” both starts and ends. All the computers connected to a blockchain platform “know” what criteria the algorithm requires from a hash to encrypt a data block. So all of them can easily check if a given hash, does really represent all the details of an existing block. And by the way, this is the reason why no transaction in a block can be changed later on, so it’s not possible to forge them. Yet creating (discovering) a new hash for the first time to close the block, is not an easy thing to do at all. It’s like finding a pin-code to access an account, or open a secured lock in doors just knowing how many digits it should have. So for all the computers connected to the platform, the only way to **discover** a hash is to do it by brute-force - trying all possible combinations until that only one which fits the algorithm is found and used as the “proof of work” by the first of them.

As it needs to be done in a decentralized and quickest possible way, a request to close each new block (calculate it’s hash) on blockchain platform is sent to all computers/devices connected to it at the same time. But then only one of them can be the first to do so and get the reward. This means most of them take a part in the competition but fails to win the race. On the other hand, since so many transactions are ongoing in the world at any point in time, even the most powerful computer in the

network cannot work on all of them at the same time, and win each time the right to close the block (and receive the reward when doing that). Thus the system, can act in a very democratic way and no transaction can be excluded or treated differently than any other transaction at all.

Closing next block of transactions and adding it to the blockchain



This process is often called for “mining”, as it’s a really hard work but there is reward for successful completing the task there. It’s usually granted in form of a transaction fee charged to the transacting parties and transferred to the winning machine wallet. And this is why on some platforms, users try to do that on an industry scale especially when the reward is granted in form of cryptocurrency used to pay for services there. And that’s the reason why quite a high demand for resources may appear there. Simply the mining requires a lot of processing power (resources) to try millions of possible combinations, until the proper hash is found. We shall not forget, that reflecting all the unique data set gathered in a single block of random transaction would mean that really no hash can repeat almost anytime at all.

How resource consuming it can become on older platforms, one can understand when realize that Bitcoin industry alone, consumes more electricity than Ireland, or most of the countries in Africa.

Coming back to security of a transactions here, one should not forget that all the characters in the block were “counted” during calculating a hash, hence each transaction data can be reversely checked if all it’s details are equal to the original one entered to the complying hash block. This guarantees that if anyone tried to replace, remove or add a single character in a transaction it would result in a completely different value of the hash, Thus hashing is indeed a good security tool to prove that what we claim (even in the court) is what we have entered to the blockchain at the exchange time.

For instance hashing a sentence: “**WUSME is great**” could translate to a 32 characters hash like that: **7ae26e64679abd1e66cfe1e9b93a9e85** so in other words it will receive a unique decrypted “control sum” as a security feature that we will discuss in the next quarter.

(Second part will be published in the next edition)



ENTERPRISE IN FOCUS

Web site: <https://modultrade.com>

The future of commerce: how SMEs can change the game



According to ModulTrade, a NextGen e-commerce and payments ecosystem, the blockchain will empower SMEs. They will be able to reach an international scale thanks to lower customer acquisition costs - cheaper worldwide advertising - and to lower trade-related risk management costs - automated escrow and proof of authenticity. The blockchain will also play a role in global inclusion- banking accounts no longer needed to enter into global trade. It will also help businesses disrupt the way end customers interact with their brand, taking back control of their brand visibility. The key for success is being in the right ecosystem.

How will the future of commerce look like for small businesses? According to ModulTrade, blockchain-based solutions will reshape and expand global e-commerce, replacing banks and incumbent e-commerce giants, to the benefit of SMEs. Small businesses will be able to inexpensively reach

an international scale of operation by embracing blockchain-based solutions. Some of these solutions are already dramatically lowering the barriers for entry to global trade, addressing typical pain points of e-commerce at a lower cost - Lower fees, lower costs of customer acquisition, banking account no longer needed for receiving payments.

Intermediaries are being replaced by platforms for managing risks at a lower cost - smart-contract escrow services and blockchain-based certification of products authenticity are prime examples of it - resulting in much lower fees; for example, overall sales fees on the MT Market are about 1-3% vis-a-vis 8-20% of traditional marketplaces. In the same way, smart-contract platforms are also providing a more accessible alternative to classical trade finance instruments, thus addressing a \$1.6 Tn global trade finance gap, hitting mainly SMEs, with 56% of their TF proposal rejected. On top of that, global trade inclusion is

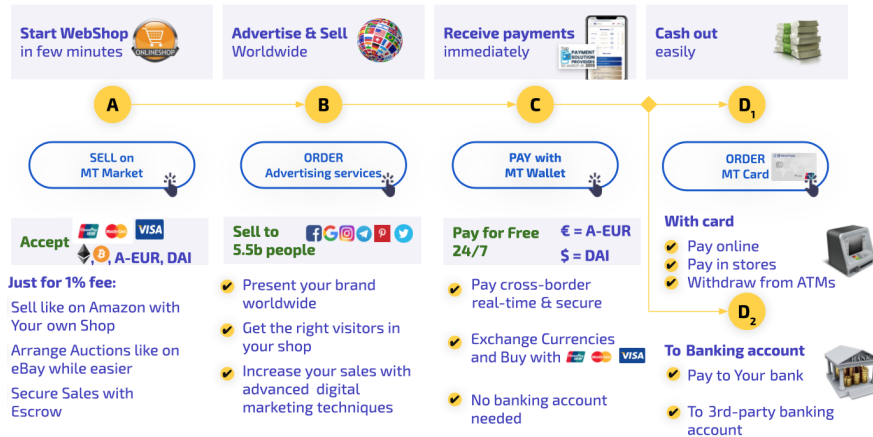
dramatically improving, with platforms enabling micro and small businesses to accept credit card or cryptocurrency payments even without a banking account.

Also marketing-related costs of reaching new markets, arguably a significant barrier for entry to global e-commerce, are decreasing dramatically with platforms offering such services against a subscription fee in the order of magnitude of a hundred euros per month or less.

An unintended consequence of selling on traditional marketplaces is that end customers tend to be less engaged with brands. NextGen e-commerce solutions are providing small businesses innovative tools to change the game and to disrupt the way end customers will interact with their brands, by engaging new marketing communities, by improving loyalty and by making brand repositioning easier.

ENTERPRISE IN FOCUS

ModulTrade NextGen E-commerce & Payments solutions



Businesses are gaining easier access to relevant marketing communities via NextGen e-commerce platforms, which makes it more affordable to engage new blockchain communities and social media audiences. In addition, customer loyalty can be improved with innovative solutions, like issuing loyalty blockchain-based tokens. Also brand repositioning is becoming more affordable with blockchain-based certification of authenticity and supply chain tracking.

goes beyond mere brand defence. It becomes a powerful and inexpensive tool in a marketing strategy aimed at reaching a wider customer audience globally, at building and engaging a community and at strengthening brand positioning.

Improving brand positioning with blockchain-based certification of authenticity is becoming within the reach of every business. Unequivocally

Such solutions enable everyone with a smartphone to check the product authenticity on the blockchain thanks to a hardware part and a digital asset (a non-fungible blockchain token), ultimately creating a special engagement in the final consumer. The hardware part typically is a QR code or a smart-tag applied on the product unit - on a wine bottle for instance - with an integrity chip and an NFC or RFID chip. Each hardware unit is associated with a digital asset on the blockchain to unequivocally prove the authenticity of the product unit it is applied on. With an app, everyone can verify the product authenticity and provenance on the blockchain by simply moving their smartphone close to it.

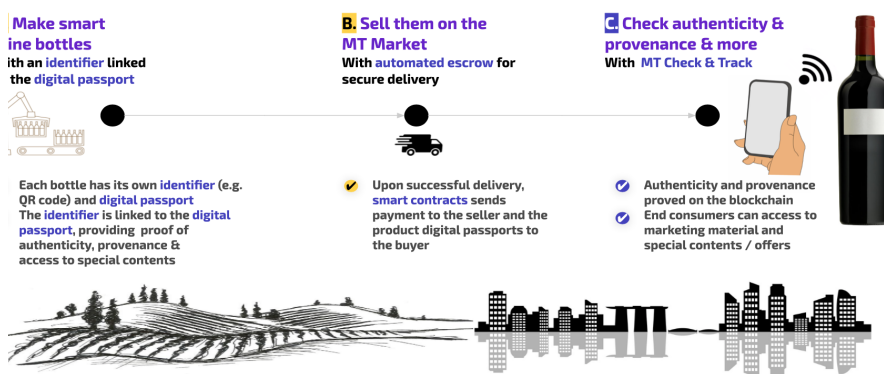
This creates a special engagement in the final consumers by improving and augmenting their experience - in the case of the wine bottle, for instance, the uncorking experience is improved and it can also be shared on social media. The combined cost per unit (hardware + digital asset) does not impact significantly on the product margin - ~0.25 Euro per unit, even less depending on the solution - also considering that in many cases the final consumer may be willing to accept a higher price for the higher utility provided by the certification of authenticity. Furthermore, the certification of authenticity is a powerful statement of the product's high quality.

Small businesses can also reinvent digital marketing with artificial intelligence, boosting sales and loyalty with AI-driven conversational commerce solutions. AI driven solutions will enable businesses to automatically create all the conversation patterns needed to provide a rich and engaging experience to their audience. In this way, it will become easier for businesses to establish a direct line with their community via messaging apps, like Facebook Messenger. This can add value to every part of the customer journey, ranging from when a customer makes their first order to answering a product-related question instantly. According to one of the ten commandments for the digital transformation in SMEs, it is vital to interact and collaborate through ecosystem. The key is choosing the right ecosystem, where it is easy and inexpensive to have all the required services for improving competitiveness and eventually changing the game.

MT Check & Track SOON

Proof of authenticity, provenance & more

In Blockchain Veritas - an example for winemakers and wine lovers



A digital proof of authenticity and provenance is a proactive way for strengthening brand positioning and for reaching and engaging a wider buyer community globally. Proving product authenticity is often seen as a defensive action from the \$1.8Tn threat plaguing global commerce and e-commerce in particular - counterfeit goods. Making authenticity a visible, verifiable attribute of a brand's products

proving product authenticity has become very cost effective - ~0.25 Euro per unit, even less depending on the solution - while building & engaging a global buyer community is also very affordable with the decreasing cost of digital marketing services. The cost of proving authenticity and provenance to the final buyers has decreased dramatically with blockchain-based certification of authenticity solutions.



SMEs turning to alternative financing instruments as growth slows in bank lending

OECD Scoreboard finds that online peer-to-peer lending and equity crowdfunding increased significantly in 2017, especially in countries with small markets

April 15th, 2019 - Small and medium-sized enterprises (SMEs) are turning to non-bank financing sources at a faster pace than in the past, as bank lending to them has risen less than expected given today's favourable credit conditions and business environment.

Financing SMEs and Entrepreneurs 2019: An OECD Scoreboard finds that online peer-to-peer lending and equity crowdfunding increased significantly in 2017, especially in countries with small markets. China, the United Kingdom and the United States continued to have the biggest online alternative finance markets for businesses. Venture capital investments were up in most countries, and the number of SME listings expanded by more than 13% in 2017, with total SME market capitalisation up 16.7%.

SMEs and entrepreneurs constitute the backbone of OECD economies, accounting for 60% of total employment and 50-60% of value added. They are key to strengthening productivity, delivering inclusive growth and helping economies adapt to changes like the digital transition, ageing populations and the changing future of work. This eighth annual edition of the OECD's SME financing Scoreboard provides data on debt, equity, asset-based finance and financing conditions in 46 countries and an overview of policy measures to ease SMEs' access to finance.

The 2019 Scoreboard finds that asset-based financing also grew, with leasing and hire purchase activities up by a median rate of 6.2%.

SME loans grew at a median of close to 5% in a majority of middle income countries in 2017, while SME lending stagnated in the United States and the United Kingdom, and fell in European countries most affected by the financial crisis over the same period.

Credit conditions and interest rates remained favourable. The median value of the average interest rate charged to SMEs fell for the 7th year in a row, and SME bankruptcies dropped for the fourth consecutive year in 2017. On the other hand, some segments of SMEs continued to face difficulties in accessing finance. This is the case in particular for micro-enterprises,

innovative ventures, start-ups and young firms.

Countries continued to do more to foster SME access to bank and alternative sources of finance by adapting regulations and introducing targeted policies to support Fintech. Credit guarantees, the most widespread instrument to ease SMEs' access to finance, have been expanded in scale and volume, and better targeted to specific firms. The OECD is working to further expand the evidence base on SME access to finance and support governments in improving their policies in this area.

Written by The European Sting
Photo: Spire Research and Consulting

<https://europeansting.com/2019/04/15/smes-turning-to-alternative-financing-instruments-as-growth-slows-in-bank-lending/>





SMEs lead blockchain investment

Most of the enterprise-grade solutions are focusing on using Ethereum based blockchain that would allow them to leverage blockchain using the smart contracts

A study conducted by the Emory University in collaboration with Provide Technologies and Aprio claims that the small and medium enterprises are investing twenty-eight times more in blockchain than large enterprises.

The study furthers that most of the enterprise-grade solutions are focusing on using Ethereum based blockchain that would allow them to leverage the Ethereum blockchain using the smart contracts. The number of Ethereum lovers is as high as sixty-two percent (62%) of the study group.

This number may, however, be subject to change in the future since current Ethereum protocol Proof of Work (PoW) is more important than the planned Proof of Stake (PoS) shift. The study reveals that as many forty-two percent users

prefer PoW approach as compared to a mere twenty-eight percent (28%) believing in the PoS approach.

The report furthers that most of the blockchain-based projects are aimed towards business process automation while authentication and compliance are the second and the third most significant blockchain usage across the globe.

The report also marks that the payments industry stands fifth when it comes to blockchain adoption whereas, identity management and market place governance follow the top tier applications very closely.

Ethereum may suffer in the longer run

The largely hailed blockchain Ethereum is enjoying a high rate of success in

enterprise development, however, Bitcoin blockchain is leading in second with a close forty-two percent (42%) popularity in the study.

On the other hand, it is also evident that the majority of the stakeholders prefer the current Ethereum protocol rather than the evolutionary course it has taken in recent months. This may affect the usability of the blockchain in the longer run.

**Written by Criptopolitan
Photo: Bernard Marr & Co.**

<https://www.criptopolitan.com/smes-lead-blockchain-investment-ethereum-leads-by-market-share/>



Africa Industrialization Fund gets European investment

SPE Capital Partners will adopt a hands-on value-adding investment strategy and will seek to acquire equity stakes in enterprises with robust growth potential

April 2th, 2019 - The European Investment Bank (EIB) has signed a commitment of \$15 million with the SPE Africa Industrialization I Fund (AIF I), a generalist private equity fund targeting primarily growth capital investments in small medium-sized enterprises (SMEs) and mid-market companies mainly in North Africa, with a focus on Egypt, Morocco and Tunisia. The fund's first closing reached \$80 million.

The fund manager, SPE Capital Partners, will adopt a hands-on value-adding investment strategy and will seek to acquire equity stakes in enterprises with robust growth potential in important sectors such as education, healthcare, manufacturing and services to meet their investment needs.

The fund seeks to contribute to the development of the private sector in North Africa by increasing access to capital for local SMEs and mid-market companies.

Additionally, the fund's portfolio companies are anticipated to grow regionally and contribute to strengthening trade between northern and sub-Saharan African countries, while creating over 1,000 direct new jobs.

The EIB commitment was signed under the Southern Neighbourhood Private Equity Risk Capital Facility, a EUR 71.3 million facility which aims to support private equity fund investments in the Southern Neighbourhood countries.

The facility blends the EIB's own resources with European Commission resources under the Neighbourhood Investment Facility.



Written by Nordic Africa News
Photo: Il Sole 24 Ore

<http://www.nanews.net/news/africa-industrialization-fund-gets-european-investment/>



European Investment Bank

The European Investment Bank is the lending arm of the European Union. Is the biggest multilateral financial institution in the world and one of the largest providers of climate finance.

The EIB Group has two parts: the European Investment Bank and the European Investment Fund. The EIF specialises in finance for small businesses and mid-caps. EIB have more than 60 years' experience and expertise in project financing.

More...<https://www.eib.org/en/about/index.htm>



Who is winning the battle for tech talent in Southeast Asia?

The lack of digital skills and talent in an organization was the biggest of the top five challenges small and mid-sized businesses faced on their journey to digital

Talent, or the lack of it, is something that business leaders talk about all the time - more so in the technology space than anything else. According to the SMB Digital Maturity Index 2019, the lack of digital skills and talent in an organization was the biggest of the top five challenges small and mid-sized businesses faced on their journey to digital.

An interesting thing to note is that the SMEs are losing the most when it comes to finding talent to fuel their digital projects as compared to large enterprises.

SMEs in the region are being impacted by this, the study found. The challenge is particularly daunting for such companies because not only are they unable to find local talent to fill tech roles, but they're also unable to meet capital requirements set by regulators to hire from abroad and provide the necessary visas.

Respondents to the survey revealed that China was the most affected by this - with 24 percent of SMEs organizations in the country rating it as the biggest hurdle

to their digital transformation.

In comparison, 19 percent of SMEs in Hong Kong, 17 percent of those in Australia, and 12 percent of those in Indonesia felt this way about talent - although it still ranked as the top challenge for them on their digital maturity journey.

Companies understand that failure to deliver on the digital demands of customers means a drop in revenues in the near future.

It's why they're so concerned about driving their digital agenda as efficiently as possible, and hope to accelerate it as quickly as they can.

If SMEs want to ensure they're up to speed and are keeping up with competitors, they must find a way to invest in solutions that are provided by technology vendors who offer implementation support.

Through vendors, SMEs can still realize their digital transformation goals quickly even without the right talent at

their disposal - but they must do their homework beforehand and ask the right questions about implementation support and future maintenance.

A recent forecast by IDC said that businesses will spend nearly US\$1.2 trillion on digital transformation this year as they seek an edge in the digital economy. This is almost an 18 percent increase over the 2018 figures released by the company's analysts.

While IDC's forecast only talks about the kinds of spending and use cases, there's no doubt that SMEs will make up a proportional chunk of investments in new technologies, both, in the hardware and the software space.

Written by Techwire Asia

More...<https://techwireasia.com/2019/05/who-is-winning-the-battle-for-tech-talent-in-southeast-asia/>



SMEs NEWS

IP is a key component in sustained SME development, new study finds

May 31st, 2019 - The European Union IP Office (EUIPO) and European Patent Office (EPO) have teamed up to present a report on the relationship between IP activity and the growth potential of European SMEs. Such businesses are a critical component of Europe's economy, producing 57% of the EU's GDP and employing two out of three employees.

The few that are high-growth firms (HGFs) are of particular significance. While this study acknowledges that the filing of IP rights alone is not enough to trigger growth, it highlights that their ownership can signal a company has a greater capacity to sustain growth.

1. 18% of European SMEs have filed for IPRs

Trademarks are the most frequently used category of IPRs, filed for by 14% of all SMEs. HGFs use IPRs slightly more than the average, with 18.89% having filed for protection. Trademarks are again the most sought out right, filed for by 14.98% of HGFs. When it comes to patents, 5.37% of HGFs have submitted filings.

2. Low-tech industries are trademark heavy

Tech-intensive companies are the busiest IPR filers. Although low-tech SMEs do not file as many patents, they do invest heavily in trademarks which means they are still highly represented.

3. SMEs that file for IPR protections have a higher likelihood of growth

SMEs that have filed at least one IPR are 21% more likely to experience growth compared to those that have not. They also have a 10% greater chance of becoming high-growth firms. For SMEs that have filed a minimum of one patent there is a 9% better chance of enjoying high growth. It's a 13% higher likelihood for those that have filed for a trademark.

4. SMEs that have filed a European IPR have a higher chance of becoming an HGF

The use of European rights is more strongly associated with future growth. SMEs which have filed for a European IPR have a 17% higher likelihood of experiencing a high growth period, compared to 6% for companies which have only filed nationally. SMEs with one European patent application have a 34% higher chance of becoming an HGF. Interestingly, the possession of only national patents is not found to be significantly correlated with a greater likelihood of high growth.

5. High-tech SMEs with a patent granted by the EPO are far more likely to achieve high growth status

The best way to understand high growth potential in high-tech and low-tech sectors is by analysing prior patent filings. For those in high-tech, the likelihood of high growth is 110% higher for SMEs that have filed one or more patents at the EPO.



Since there is a much lower chance of patents being filed in the low-tech industries, those which have filed at the EPO have a 172% likelihood of becoming an HGF.

6. SMEs that have filed for IPRs have a higher median turnover

Median turnover for SMEs with IPR protection is about €7 million, which is nearly 50% higher than the median initial turnover reported for other SMEs. Further, the study found that SMEs which invested in IPRs were much larger in size, with an average of 43 employees (at the beginning of the analysis), compared to 33 employees for other companies.

7. Trademarks are a key component of an effective IP strategy

SMEs that file for multiple types of IPRs rather than focusing on a single category are 33% more likely to achieve high growth. Moreover, portfolios which include trademarks as well as another asset outperform other combinations and stand-alone IP rights.

Written by Lexology

<https://www.lexology.com/library/detail.aspx?g=1facebaa-5947-4b9d-8cec-35885df5251d>

SMEs NEWS

Global Mobile Device Management Market will grow at an estimated growth rate of 27.7% by the end of 2025 illuminated in a New Report

July 24, 2019 - Global mobile device management market is valued at approximately USD 2170 million in 2017 and is anticipated to grow with a healthy growth rate of more than 27.7 % over the forecast period 2018-2025.

Mobile device management enables an organization to control and manage data, security and network. Moreover, it provides mobile content management, mobile application management, and identity management. Mobile device management is centralized management of mobile devices such as smartphones, tablet, sub-notebooks with the help of software and hardware. The key factors which gives growth to the market are increasing usage of smartphones and tablets rising productivity of both enterprises and employees, increasing security concerns to protect the data and requirement for MDM solutions to manage and coordinate various platforms with a one console. Moreover, increasing cloud-based deployment by SMEs are creating significant opportunities in the market. However, unacceptability among employees for deploying MDM solutions on personal devices with mobile device managements is anticipated to hinder the market growth during the forecast period.

On the basis of segmentation, the market is segmented into component, deployment, verticals and organization size. On the basis of component, Mobile Device Management (MDM) market is segmented into MDM Software & MDM Services. Currently, the market is dominated by MDM software segment that was valued about \$1276 million in 2017 and estimated to reach about \$10760 million by 2025. Technological advancements in MDM software, improved security is boosting

the adoption of Mobile Device Management (MDM) in the market.

The regional analysis of global mobile device management market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Global mobile device management market is dominated by North America region. North America MDM market was valued about \$746 million in 2017 that is estimated to be valued about \$4872 million by 2025. Further, organizations in North America are readily adopting the BYOD concept owing to increasing productivity of employees and a better work life balance. Furthermore, integration with technologies such as Artificial Intelligence, is improving the security front of BYOD and hence boosting the adoption in the region. However, Asia Pacific is anticipated to grow at the highest CAGR of 29.4% over the forecast period. Significant development in supportive IT infrastructure such as increasing internet and mobile penetration and availability of low-cost telecom services is fueling the growth in the APAC.

Written by Pioneer Reporter

Photo: In Time

<https://pioneerreporter.com/global-mobile-device-management-market-will-grow-estimated-growth-rate-27-7-end-2025-illuminated-new-report/>



Increasing cloud-based deployment by Small and Medium Enterprises are creating significant opportunities in the market.





SMEs NEWS

The platform forges new ways to make financing easier and more available for small and medium businesses

AMSTERDAM - June 10th, 2019 - Fintech company, Factris has launched a new version of their Finance Automation for Business platform or the "FAB" platform for short. This new platform is a crucial piece of the puzzle for Factris that will be used to support their aim of reinventing and improving how business financing takes place. The FAB platform will allow the Amsterdam-based company to support their local sales teams and partners in cities across Europe, which will significantly increase the quality and speed of their financing services to small and medium enterprises (SMEs) throughout the continent. It's no secret that the current financial system in Europe can be crippling to SMEs; not only are banks closing branches and making it difficult to speak to a person, SMEs also struggle to gain access to much-needed capital, as this recent study by the World Bank identified. The study found that difficulty obtaining financing was one of the top-three constraints SMEs face when doing business. Factris has taken note of the limitations imposed on SMEs by the current financial system and has responded by developing powerful financing tools and services such as Factoring and Invoice Financing,

along with a focus on service at a local level.

More...<https://finance.yahoo.com/news/empowering-small-business-factris-disrupts-070000085.html>

Written by Yahoo Finance



Investment Plan for Europe - Additional EUR 800 million for SMEs as EIF and ProCredit double support for innovative companies



July 16th, 2019 - The European Investment Fund (EIF) and ProCredit Group are providing an additional EUR 800 million to innovative small and medium-sized companies (SMEs),

bringing a total of EUR 1.62 billion to companies in eleven countries. The EIF-backed financing is now available through ProCredit banks in South Eastern and Eastern Europe and targets companies using new technologies and producing new products in one of the eleven countries where the facility is available (Albania, Bosnia and Herzegovina, Bulgaria, Georgia, Germany, Greece, Moldova, the Republic of North Macedonia, Romania, Serbia and Ukraine). To date, agreements with ProCredit have already supported around 2,000 innovative SMEs, predominantly in the sectors Manufacturing and Wholesale and Retail Trade, and many more will be financed in the coming years.

More...<https://www.georgianjournal.ge/business/35989-investment-plan-for-europe-additional-eur-800-million-for-smes-as-eif-and-procredit-double-support-for-innovative-companies.html>

Written by Georgian Journal



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, Chine, Denmark, Finland, Germany, Hungary, Ireland, Italy, Korea, Mexico, New Zealand, Poland, Slovak republic, Spain Switzerland, United Kingdom, Austria, Canada, Cech 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 2019

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