

WUSME ANNUAL REPORT 2010



2010

**WUSME, A NEW INTERNATIONAL REALITY IN SUPPORT OF
SMEs AND CRAFTS WORLDWIDE**

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I. INTRODUCTION:

1. Based on the keynote addresses of the WUSME President, Gian Franco Terenzi, the General Secretary, Norbert W. Knoll von Dornhoff, the deliberations of the State Secretaries of the Republic of San Marino, Antonella Mularoni, Gian Marco Marcucci, Marco Arzilli, the elected Office Bearers of WUSME and Delegates at the WUSME Founding Conference from 21st to 23rd April 2010 in San Marino, the "Declaration of Purposes - DOP" has unanimously been adopted by the 1st General Assembly.

WUSME and Office Bearers have duly been registered by the Registrar at the RSM Court under RG/Min. 30/04/2010 – Registration: 30/04/2010

2. Consequently, the President requested the General Secretariat to work out modalities of procedures, tools and instruments, assessment of cost for a provisional 12- months budget and alternatives for fund raising.
3. The General Secretary's Annual Report refers to the measures undertaken to proceed with and implementation of the WUSME Action Plan – Road Map.

II. WUSME ACTION PLAN – ROAD MAP

4. Action Priorities

- 4.1 Membership Acquisition Campaign (MAC)
- 4.2 Information and Public Relations (IPR)
- 4.3 Observer and/or Consultative Status at UN Organisations (UNCONSTAT)
- 4.4 SMEs – Trust Fund for Crises Prevention
Economic Development (SMETFED) funded by Currency Transaction Levy (CTL)
- 4.5 Preparatory work for the 2nd General Assembly

III. MEMBERSHIP ACQUISITION CAMPAIGN (MAC)

5. Proposals for the MAC and its basic requirements are described in the ROAD MAP
6. The following requirements have been achieved:
 - 6.1 The WUSME Logo has been designed;
 - 6.2 WUSME Call Cards (designed with corporate identity) have been printed for all Office Bearers and Representatives;
 - 6.3 The WUSME Homepage contains all information as necessary for attracting new members and is been updated by the General Secretariat on a regular basis. A more professionally designed interactive WUSME Internet Portal is presently under construction;
 - 6.4 The first edition of the WUSME MAGAZINE (see IV. of this Report) has been published August 2010;
 - 6.5 The General Secretary in cooperation with the WUSME headquarters has drafted a FEE ORDER to be discussed by the Board of Directors and subsequently decided by the 2nd General Assembly.

IV. INFORMATION AND PUBLIC RELATIONS (IPR)

7. The General Secretary used the following tools of information:
 - 7.1 Notes of the GS containing e.g. the following issues:
 - a) 2nd Meeting of the Board of Directors;
 - b) WUSME Articles of Association;
 - c) SOCIAL CURRENCY TRANSACTION LEVY (SCTL) – COOPERATION BETWEEN WUSME, ETHICAL CURRENCY LTD., LONDON AND BANKS;
 - d) Consultative Status of WUSME at UN – Organizations, e.g. ECOSOC, UNIDO, OECD, UNESCO, UNECE;
 - 7.2 WUSME Homepage (from the desk of the GS and DOCUMENTS)
 - 7.3 E-mails to Office Bearers and Friend of WUSME on SME- oriented events, legislation, International Organizations, legislation, economic and fiscal policy, new findings of entrepreneurial research
 - 7.4 Articles of the GS on WUSME and SMEs related themes
- A NEW FINANCIAL ARCHITECTURE FOR CRISES PREVENTION AND DEVELOPMENT OF THE INFRASTRUCTURE AND SMALL AND MEDIUM ENTERPRISES AND CRAFTS (SMEs) in the République of Gabon - Union-Work-Justice
- SME - MILLENNIUM REGION IN THE GABONESE REPUBLIC

- WUSME: Towards a new strategy for crises prevention and to create more SMEs and jobs
- Small- and Medium Enterprises: Better access to information management and knowledge networks
- The economic implications of global remittances for SMEs
- IMPACT OF THE FINANCIAL CRISIS ON CREDIT AVAILABILITY FOR SMEs WORLD WIDE
- Millennium Development Goals need sound SMEs = More Jobs = Less Poverty
- From Entrepreneurship to Entreprenology: New findings of entrepreneurial research
- WUSME World Union of Small and Medium Enterprises: The new home of SMEs supporting institutions
- A new financial architecture for expanding sustainable energy and agribusiness
- The Currency Transaction Levy: An innovative source of SMEs financing
- GLOBAL TRENDS OF ECONOMIC EFFECTS OF MIGRATION-Impacts on Small and Medium Enterprises (SMEs)

7.5 Inquiries – Questions and Answers

The General Secretariat received since the foundation of WUSME in April 2010 on telephone and per e-mail averagely 8 inquiries per week, total more than 400 inquiries up to date. About 50% of these inquiries referred to financial issues, such as loans for micro enterprises, project financing and equity participations. About 30% of the questions referred to possible services of WUSME and its services for SMEs. Other questions concerned export and import opportunities, technology transfer and search for business partners. The majority of inquiries came from Hungary, Central and East- European Countries, a few from Africa and South Asia. As the source of information they mentioned the WUSME web site and information and articles published via Facebook, Google and Twitter.

7.6 WUSME Mission to the Republic of Gabon

From 31st January to 4th February 2011 the General Secretary joined WUSME President Gian Franco Terenzi on a mission to the Republic of Gabon together with the WUSME delegation (President, Alberto Chezzi, Ms Maria Valeria Pasquini) on invitation of the Minister PME, H.E. Jean Félix Mouloungui to participate in a National Conference on the development of SMEs, (the full text of the report thereto is available on request). The General Secretary delivered in the opening session of the SME Conference on 31st January 2011

a concept on "WUSME Millennium Regions - SUPPLEMENTARY SERIES OF THE UN MILLENNIUM VILLAGES BY REGIONS OF ECONOMIC, SOCIAL AND ENVIRONMENTAL EXCELLENCE. On request of the Minister PME the General Secretary sent him a MEMO "A NEW FINANCIAL ARCHITECTURE FOR CRISES PREVENTION AND DEVELOPMENT OF THE INFRASTRUCTURE AND SMALL AND MEDIUM ENTERPRISES AND CRAFTS (SMEs) in the République of Gabon – Union-Work-Justice." An answer of the Minister PME thereto is still pending.

8. PUBLIC RELATIONS

8.1 The General Secretary presented WUSME to the following persons and Institutions:

- Members of the Hungarian Parliament, Ministers and State Secretaries, Ambassadors, University Professors and Students, Entrepreneurs at meetings and conferences;
- Dinner receptions at the General Secretary's residency;
- Lectures at Hungarian and Austrian Universities.

8.2 Facebook WUSME GROUP

As per March 2011 the GROUP comprises 100 members from more than 30 Countries, many of them are developing Countries. Members are Office Bearers of SMEs supporting organizations, entrepreneurs, bankers, managers, academics and students. We are discussing with them actual issues of SMEs – oriented policy and questions of business administration. Access to the Facebook WUSME Group: Password sanmarino3000 and search under "WUSME".

8.3 Speech of the General Secretary at the Africa Union Summit V. - Budapest – 1st October 2010:
A new financial architecture for expanding sustainable agribusiness and energy in Africa. The full text of the speech has been published in the official Internet Portal of the Government of Nigeria and in other African Countries and Madagaskar.

V. OBSERVER AND/OR CONSULTATIVE STATUS AT THE UN ORGANIZATIONS (UNCONSTAT)

9. ECOSOC – United Nations Economic and Social Council

In March 2011 WUSME's profile has been accepted in DESA's Civil Society database of ECOSOC. WUSME may upload documents and add contacts. WUSME may also start other formal processes, such as applying for consultative status with the Economic and Social Council. With WUSME login information we also have access to CSO Net -- the Civil Society Network, where we can take part and register to conferences and meetings related to economic and social

development, share our projects, add news stories, events, and more. CSO Net may be accessed at <http://www.un.org/ecosoc/csonet>

WUSME login information: wus@europe.com, password: europe3000

10. UNIDO – United Nations Industrial Development Organization

In two consultations of the General Secretary with the Director UNIDO for Civil Society Organizations, Ms Jeannine Orlowski, at the UN headquarters in Vienna it was agreed that a complete set of the WUSME documentation (Registration document, Articles of Association, Annual Report, Registration at ECOSOC, WUSME MAGAZINE etc.) shall be personally handed over to her prior to the next UNIDO – IDB meeting in October 2011. Subject of the next consultation with Ms. Orlowski shall be the modalities of procedure to obtain Consultative Status and possibilities to participate in UNIDO conferences as observers on special invitations. The final decision can only be made by the General Director UNIDO, Dr. Kandeh Yumkella.

11. OECD, UNESCO, UNECE

Vice President WUSME, Mr Robert Holtz, had various consultations with leading Office Bearers of OECD and UNESCO in Paris. These UN Organizations do not grant "Consultative Status" to NGOs and CSOs.

These organizations may apply for being invited to send Delegates to various Commissions. Further consultations shall be held in Paris on basis of the WUSME documentation to be presented to these UN – Organizations.

VI. SMEs – TRUST FUND FOR CRISES PREVENTION AND ECONOMIC DEVELOPMENT (SMETFED), FUNDED AMONG OTHER SOURCES BY A SOCIAL CURRENCY TRANSACTION LEVY (SCTL)

1. The SMETFED and the SCTL is listed in the DOP under point 7. as one of the action priorities of WUSME aiming at raising funds for micro-financing and other SME development projects.
2. In a meeting of the General Secretary with Alastair Constance, founder and CEO of Ethical Currency Ltd. in London on 8th and 9th July 2010, a possible co-operation agreement between the two organisations has been discussed. Main target: Fund raising for the planned WUSME SME Trustfund for Crises Prevention and Development (SMET) with a CTL created by Ethical with the assistance of WUSME and Banks located in San Marino and in other Countries world wide.
3. In a workshop together with Mr Constance and representatives of the RSM Central Bank, commercial banks, Chamber of Commerce and the RSM University in San Marino 14 – 15 October 2010 details of a possible cooperation with Ethical Currency have been analyzed. The Representative of the RSM Central Bank recommended to establish a „Mutual Fund" for processing the SCTL. Mr Constance offered to enter with WUSME into an „Affiliate Agreement"

guaranteeing that the SCTL deriving from all currency transactions channelled by WUSME through Ethical Currency will be transferred into the Mutual Fund. The Affiliate Agreement shall be signed on occasion of the next visit of Mr Constance to San Marino before end of June 2011.

4. WUSME DEBIT CARD – Mastercard – Visa

On initiative of Alberto Chezzi, WUSME - Senior Adviser a WUSME Debit Card (WDC) is presently been developed in cooperation with Mastercard and Visa. The WDC is designed to facilitate money transfer effected by entrepreneurs, primarily in developing Countries at better conditions than offered by Money Transfer Companies, e.g. Western Union and most Banks. A reasonable percentage shall be credited to the SMETFED. As a first test in Gabon, GGFI Bank, covering 6 African Countries showed active interest to adopt the WDC with Visa into the Bank's product offers.

VII. PREPARATORY WORK FOR THE 2ND GENERAL ASSEMBLY – INTERNATIONAL CONFERENCE

1. Based on a proposal made by Board Member Katarina Jagic at the 1st meeting of the Board of Directors, the 2nd General Assembly could have taken place in Croatia, Isle of Raab. The General Secretary discussed this possibility in detail with Ms Jagic and her colleagues in Zagreb. It turned out that in Croatia not enough funds can be made available for hosting the WUSME Assembly.
2. Another venue for convening the 2nd General Assembly could have been Tunis, Tunesia, however the current political situation doesn't speak for this option.
3. WUSME is currently investigating if Hungary or Gabon could offer favourable conditions for hosting the 2nd General Assembly.

Budapest, 14th March 2011

Prof. Dr. Norbert W. Knoll von Dornoff
General Secretary

WUSME, WORLD UNION OF SMALL AND MEDIUM ENTERPRISES

Piazzale M. Giangi n. 2, 47890 San Marino

Republic of San Marino

T: +378 0549 991277 F: +378 0549 807710 Mob: +39 335 7347947

Site: www.wusme.org

e-mail: info@wusme.org