

UNIDO General Conference

## **INDUSTRIAL COOPERATION AND SMEs**

UNIDO Brussels Side Event and Luncheon

Wednesday, 3 December 2013  
Westin Lima Hotel & Convention Center  
Cuzco Room – 2 & 3  
1.00 – 2.30 p.m.



**15**

UNIDO  
**GENERAL  
CONFERENCE**

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Lima - Peru  
02 - 06.12.13

## **Side event: “Industrial Cooperation and SMEs”**

### **Presentation**

The side event aims to discuss the potential of Industrial Cooperation to support the development of Small and Medium Enterprises (SMEs) which are the real drivers of wealth and jobs creation. The panel discussions will particularly showcase successful Industrial Cooperation experiences from EU, Asia, Africa, Latin America and the Caribbean, with a special emphasis on public-private partnerships (PPP).

The side event will help identify best practices or models of Industrial Cooperation highlighting key factors of success and suggesting action from public and private stakeholders for possible replication and/or scaling-up. It will also give visibility to regional expertise concerning industrial cooperation and encourage UNIDO to work closely with Member States and the private sector to develop initiatives that will support both industrial cooperation and development. It is expected that the debate highlight the great potential of industrial cooperation for mutual development and confirm it as an important area of cooperation of UNIDO. After a presentation by a key-note speaker on the strategic role of Industrial Cooperation for SMEs development, a debate will follow among the panelists and with the audience on:

- Best practices of Governmental or donor support programmes for internationalization of SMEs at country, regional and global level ?
- Models of industrial alliances that have successfully contributed to SMEs participation in industrial cooperation and trade ?
- Necessary conditions to ensure that, through industrial cooperation, SMEs will contribute to job creation both in developing and developed countries ?
- Relevant policy and legal frameworks and development assistance to support industrial cooperation ?

The event will take place in connection with a high level European Union “Mission for Growth” that is being organized jointly with the Government of Peru from 2 to 6 December 2013<sup>1</sup>.

### **Participants**

Around 100 invited participants, including industrialists from Europe, Peru and other regions participating in UNIDO 15th General Conference.

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<sup>1</sup> This mission, co-organized by the Government of Peru and the EU Directorate General for Industry and Entrepreneurship, aims to connect around 40 European enterprises with Peruvian SMEs for developing practical Industrial Cooperation and Trade.

<b>Programme</b>	
<b>13:00-13:15</b>	<p><b>Opening ceremony</b></p> <p>Mrs. Gladys Triveño, Minister of Production, Government of Peru  Mr. Dirk Niebel, Minister for Economic Cooperation and Development, Germany  Mr. LI Yong, Director General of UNIDO</p>
<b>13:15-13:20</b>	<p><b>Signature Ceremony of UNIDO-EU agreement on SME policy dialogue and cooperation</b></p>
<b>13:20-13:35</b>	<p><b>Keynote Speech</b></p> <p>Mr. Daniel Calleja, Director General, Directorate General for Enterprise and Industry, European Commission.</p>
<b>13:35-14:15</b>	<p><b>Debate</b></p> <p><b>Moderator:</b> Mr. Luis Salazar, Presidente de la Sociedad Nacional de Industrias (SNI)</p> <p><b>Panelists:</b>  Ms. Chunhong Chen, Yiyuan Environmental Group - China  Mr. Keiichi Kaneko, Managing Director of Kinsei Sangyo Co. Ltd. - Japan  Mr. Ayman Ismail, Partner, Chairman &amp; CEO of the Dar Al Mimar Group - Egypt  Mr. Omar Romano Sforza, President Bedson Company - Argentina  Ms. Betty Maina, Chief Executive Officer, Kenya Association of Manufacturers, Kenya  Mr. Atul Chaturvedi, Dpt of Industrial Policies and Promotion, Ministry of Trade and Industry - India</p>
<b>14:15-14:25</b>	<p><b>Concluding remarks</b></p> <p>Mr. Carlos Magariños, Honorary Global Chairman of the Global Alliance of Small and Medium Enterprises (GASME) and former Director General of UNIDO.</p>
<b>14:25-14:30</b>	<p><b>Presentation of Recommendations on Industrial Cooperation and SMEs</b></p>

## Opening



**Mrs. Gladys Triveño**  
**Minister of Production, Government of Peru**

Gladys Triveño is the Minister of Production of Peru and has over 18 years of experience in the public and private sectors. Previously, she was Deputy Minister of Micro and Small Enterprises and Industry, CEO of ADEX, Director and Manager of Institutional Development at INDECOPI, consultant at UNDP, the World Bank, and at the Ministry of Economy and Finance. Triveño holds a Master of Business Administration from ESDEN, Madrid, Spain, and a Diploma in Strategic Finance from the Pontifical Catholic University of Peru.



**Mr. Dirk Niebel**  
**Federal Minister of Economic Cooperation and Development, Government of Germany**

Niebel is the serving Federal Minister of Economic Cooperation and Development of Germany. He has been a member of the German Bundestag since 1998. Until his appointment as Federal Minister in October 2009, he has been a Member of the Committee on Labour and Social Affairs as well as a Substitute Member of the Committee on Foreign Affairs.



**Mr. LI Yong**  
**Director General of UNIDO**

LI Yong, Director General, United Nations Industrial Development Organization (UNIDO), has had an extensive career as a senior economic and financial policy-maker. As Vice-Minister of Finance of the People's Republic of China and member of the Monetary Policy Committee of the Central Bank for a decade, Mr. LI was involved in setting and harmonizing fiscal, monetary and industrial policies, and in supporting sound economic growth in China. He pushed forward financial sector reform, and prompted major financial institutions to establish corporate governance, deal with toxic assets and strengthen risk management. Mr. LI gave great importance to fiscal and financial measures in favor of agricultural development and SMEs, the cornerstones for creating economic opportunities, reducing poverty and promoting gender equality. He played a key role in China's cooperation with multilateral development organizations, such as the World Bank Group and the Asian Development Bank.

## Keynote speaker



**Mr. Daniel Calleja Crespo, Director General, Directorate General for Industry and Entrepreneurship, European Commission.**

Mr. Daniel Calleja was Deputy Director General of DG Enterprise and Industry, from February 2011 to January 2012, in charge of internal markets for goods, competitiveness and innovation, SMEs and entrepreneurship, international negotiations and tourism. He is EU Special Envoy for SMEs.

M. Calleja is the author of several publications. He has lectured in European Law in several universities and institutes of various Member States.

## Moderator



**Mr. Luis Salazar, Presidente de la Sociedad Nacional de Industrias (SNI)**

Luis Salazar Steiger is an industrial engineer who received his degree from the University of Lima. He serves as general manager of the Swiss-Peruvian company Embutidos S.A.(producer of sausage brands such as Otto Kunz and La Segoviana). He is also manager of the companies Parrillas Peruanas S.A. and Construcciones Metálicas Unión S.A. Since 2009 he held the post of First Vice President of the National Association of Industries until June 2013, when he was appointed President.

## Panelists



**Chunhong Chen**  
**Chairwoman and Chief Executive Officer, Yiyuan (Shanghai)**  
**Environmental Group Co., Ltd.**

Chunhong Chen is the Chairwoman and Chief Executive Officer of the Shanghai-based, Yiyuan Environmental Group, which manufactures and markets toilets designed to avoid cross-contamination and whose patented technology can produce significant water usage savings compared with conventional models. Yiyuan Environmental Group has more than ten patented technologies on water resource savings and water efficiency.

Chunhong Chen is committed to the research, development and implementation of technologies in the fields of energy savings, emissions reduction and water efficiency and was included in the Chinese version of Fortune Magazine's May 2012 list of top business leaders in China under the age of 40. She was awarded the Cartier Women's Initiative Award in 2011 for her work.



**Mr. Keiichi Kaneko**  
**Managing Director of Kinsei Sangyo Co. Ltd. – Japan**

Mr. Keiichi Kaneko was born in Saitama in Japan. He has studied Engineering (Mechanical System Engineering) at Gunma University. He enrolled in Doctoral course in Environment Management in this same university in 2011. He joined Kinsei Sangyo Co., Ltd. (Procurement Div.) in 1997 and then moved to several positions: Manager, Development and Planning in 2000, General Manager, Development and Planning Div. in 2006 and Managing Director, Development and Overseas Business, since 2011.



**Mr. Ayman Ismail,  
Partner, Chairman & CEO, DMG / Mountain View**

Mr. Soliman is a Harvard graduate who received numerous global awards for his leadership, strategic thinking and marketing achievements. Mr. Soliman serves as a board member of several organizations including JUHAYNA the leading dairy and Juice Company in Egypt. He is also a board member of the Strategic Advisory Board, School of Business American University in Cairo. Secretary General of Ma'an Organization for Slum Development and Secretary General of Montada AHL Misr Think Tank.



**Mr. Omar Romano Sforza  
President Bedson Company – Argentina**

Dr. Omar Romano Sforza holds a PH degree in Biochemical Sciences (UBA-UK) and a MBA in Foreign Trade and Strategic Planning (UM-F). He worked as Secretary General of the Argentine Forum of Biotechnology in Argentina and is actually Ambassador of Good offices of the municipality of Pilar in the World. In previous senior positions and as President of BEDSON SA, he has led international marketing strategies that contributed to the successful global expansion of the enterprise and its establishment as a trade organization. BEDSON is an innovative pharmaceutical company that develops, manufactures and markets proprietary pharmaceutical specialties for the animal health industry.



**Betty Maina**  
**CEO, Kenya Association of Manufacturers**

Maina is the Chief Executive of Kenya's Association of Manufacturers, one of the country's leading business associations with some 700 members. She was previously at the Institute of Economic Affairs, the Center for International Private Enterprise, and the Kenya Leadership Institute, among others. She also served as a member of the UN Secretary General's High Level Panel of Eminent Persons on the Post-2015 Development Agenda.



**Mr. Atul Chaturvedi**  
**Joint Secretary, Department of Industrial Policy and Promotion,**  
**Ministry of Commerce and Industry, Government of India.**

Mr. Atul Chaturvedi holds a Master's Degree in Zoology from University of Delhi, India. He joined the Indian Administrative Service in 1986 - Assam Meghalaya cadre. His major previous assignments in Government of Assam included tenures with State Electricity Board, Department of Tourism, Department of Animal Husbandry and Veterinary, Department of Agriculture and Department of Disaster Management. In the Government of India his assignments included tenures with Ministry of Social Justice and Empowerment, Planning Commission, Ministry of Tourism and Ministry of Sports. As Joint Secretary in the Department of Industrial Policy & Promotion, Ministry of Commerce & Industry at New Delhi, he is looking after Investment Promotion and International Cooperation related to North and South America region, Development of Leather, Explosive and Boiler Industries, matters related to UNIDO activities in India.



## Concluding remarks



**Mr. Carlos Magariños**  
**Honorary Global Chairman of the Global Alliance of Small and Medium Enterprises. Former Director General of UNIDO**

More than three decades of intensive experience in Trade and Industry, Environment and International Affairs has made Carlos Magariños a specialist in those fields. He has been Secretary of State for Industry and Mining of Argentina (1993-1996), Economic and Trade Representative in Washington, DC, (1996-1997) and Director General of the United Nations Industrial Development Organization (UNIDO, 1997-2005) among many other prominent positions in government, multilateral agencies and the private sector. He has been Senior Associated Member of Saint Antony's College at Oxford University and is currently Senior Fellow of the Chongyang Institute for Financial Studies at the Renmin University of China.

His performance made him won 25 international awards around the world from governments and public entities. He has published seven books; is the author of numerous papers and articles and regularly appears as guest speaker in conferences around the world. Carlos Magariños currently seats in a dozen of Boards of American, European and Asian companies; International Organizations, UN Commissions and National Institutions.

Since 2010 Mr. Magariños is the Honorary Global Chairman of the Global Alliance of Small and Medium Enterprises.