

# Enhancing the Role of MSMEs as Drivers of Sustainable Growth and Innovation

## MSME DAY 2025

MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES DAY  
**#MSMEDAY25**

Tuesday, 24 June 2025 10 a.m. to 12 p.m. New York City



Jointly organized by Permanent Mission of Indonesia to the United Nations  
Permanent Mission of Republic of Rwanda to the United Nations  
ILO, ITC, UNCTAD, UNDESA, UNDRR, UN Global Compact, and UNIDO

*Tuesday, 24 June 2025, 10:00 AM – 12:00 PM*

*ILO New York Office, One Dag Hammarskjold Plaza, 30<sup>th</sup> Floor*

Registration is required: <https://forms.gle/8FhrSBB6KCah3jXX7>

### Objective

MSME Day 2025 comes at a pivotal moment—just ahead of the Fourth International Conference on Financing for Development (FfD4) in Sevilla and the Second World Summit for Social Development in Doha—amid shifts in the global trading landscape. It offers a timely opportunity to spotlight the vital role of micro-, small and medium-sized enterprises (MSMEs) in driving inclusive growth and sustainable development, and to catalyze finance, policy support, and enabling conditions they need to thrive. A high-level panel will surface actionable ideas and position MSME priorities at the forefront of upcoming global development agendas.

### Background

Micro-, small and medium-sized enterprises (MSMEs) represent over 90% of all businesses and contribute up to 50% of global GDP. They are vital engines of innovation, employment, and local development—providing essential income and jobs for women, youth, and vulnerable communities. Their collective scale, diversity, and adaptability make them indispensable to building resilient, inclusive, and sustainable economies.

Yet MSMEs remain underutilized. They face persistent and emerging challenges: limited access to finance, inadequate infrastructure, low productivity, poor working conditions, and high vulnerability to external shocks. Widespread informality further restricts their access to financial services, legal protections, and public support, limiting their contribution to domestic resource mobilization and broader development goals.

In today's volatile global landscape—marked by geopolitical tensions, digital transformation, and rising environmental pressures—MSMEs face heightened risks. Reconfigured supply chains, rising costs, weakened demand, and market uncertainty have left many struggling to grow, or even survive. A staggering US\$5.7 trillion financing gap persists globally, despite a \$4 trillion market opportunity—underscoring the urgent need to scale affordable and innovative finance.

Unlocking MSMEs' full potential requires coherent, targeted policies with finance as a key enabler. Mechanisms such as blended finance, risk-sharing tools, guarantees, and impact incentives are essential to closing funding gaps. Complementary investments in capacity-building, skills development, and innovation support are equally critical.

With 80% of enterprises operating informally—representing 47% of the global workforce—formalization is essential. Measures such as simplified registration, tailored incentives, social protection, digital tools, and stronger labor laws are vital to promote productive growth and decent work. Ultimately, a whole-of-ecosystem approach is needed to create enabling conditions for MSMEs to thrive and drive inclusive, sustainable development.

## **Agenda**

### **10:00 – 10:25 | Welcome and Opening**

**Welcome:** Cynthia Samuel-Olonjuwon, Director, ILO Special Representative to the UN and Director Office for the United Nations

#### **Opening Remarks:**

*Moderator:* Amson Sibanda, Chief, National Strategies and Capacity Building Branch, Division for Sustainable Development Goals, Department of Economic and Social Affairs, United Nations

- H.E. Ambassador Martin Ngoga, Permanent Representative of the Republic of Rwanda to the United Nations
- H.E. Ambassador Hari Prabowo, Charge d' Affaires of the Republic of Indonesia to the United Nations
- Video remarks from heads of agencies: ILO, ITC, UNCTAD, UNDESA, UNDRR, UN Global Compact, and UNIDO

### **10:25 – 10:30 | Group Photo**

### **10:30 – 11:30 | Panel “Enhancing the role of MSMEs as drivers of sustainable growth and innovation”**

*Moderator:* Juan Jose Martinez Badillo, Chief, UNCTAD New York Office

- MSMEs representatives
- Policy and government representatives
- Business support organizations

### **11:30 – 11:55 | Interactive Dialogue with Participants**

### **11:55 – 12:00 | Closing & Moderator wrap-up**