

Small and Medium Enterprises World Forum

SMEs and Entrepreneurship – Leading the World Forward

11-14 Dec 2019

Grand Hyatt Macau

ORGANISERS



STRATEGIC PARTNER



GOLD SPONSOR



TELECOM PARTNER



SUPPORTING ORGANISATIONS



SUPPORTING MEDIA



Preface

China is a vast country with abundant resources. In recent years, the Central government is determined to drive a further reform and opening of economy. The move is bold and practical, creating favourable conditions to promote prosperous economic development. The Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area is a significant development strategy, which aims to promote the two Special Administrative Region, Hong Kong and Macau, and nine cities in Guangdong Province, which include Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen, Zhaoqing in terms of collaboration, leveraging the collective strength, facilitating the integration and joint development among the three regions.

Facing the momentum for change, the SMEs in Macau are ready at the forefront of the transformation. Rooted in the community, SMEs can link up with different sectors in the society, making the Greater Bay Area an international bay area which is good for living, doing business and leisure activities.

The SME World Forum this year is in Macau and the theme is “SMEs and Entrepreneurship – Leading the Way Forward”. With this great event, the SMEs in Macau can collaborate with different sectors in the “9 +2” cities to generate synergy to deepen the cooperation as a whole.

Meanwhile, through strengthening the collaborative relationship and implementing building projects, Macau SMEs will have greater capacity to introduce creativity and vibrancy to the Greater Bay Area. At the same time, the export of talents, creative ideas and solutions provide assistance to pillar industries such as the information technology, communications technology, fashion design, environmental protection, tourism and entertainment industries, promoting their sustainable development.

Organizers

THE MACAO SME ASSOCIATION

The Macao SME Association (the Association) is a non-profit-making organization established in May 1998 which endeavours to assist small, micro and medium enterprises to expand their markets, explore business opportunities and enhance their competitiveness in order to meet with the dynamic and ever-changing market environment, as well as seize the opportunities. There are around 1000 corporate and individual members in the Association, with Mr. Stanley Au Chong Kit being the Chairman.

INTERNATIONAL COUNCIL FOR SMALL BUSINESS

The International Council for Small Business (ICSB) is a non-profit organization devoted to continuing management education for entrepreneurs and small businesses. Founded in 1955, the ICSB was the first international membership organization to promote the growth and development of small businesses worldwide. The organization brings together educators, researchers, policy-makers and practitioners from around the world to share knowledge and expertise in their respective fields through publications, programs, workshops, training sessions and certifications.

Programme

ICSB Academy: Youth Entrepreneurial Strategies Program

12.11 Wed

- 09:00 - 17:00** ICSB Academy
- 12:30 - 14:00** Buffet Lunch
- 19:00 - 22:00** Opening Reception (by invitation)

Day 1

12.12 Thu

- 10:00 - 12:30** Opening Ceremony & Keynote Speeches
- 12:30 - 14:30** Buffet Lunch / VIP Lunch
- 14:30 - 15:00** Special Address – Digital Transformation and Digital Entrepreneurship
- 15:00 - 16:30**
 - Theme 1 – Fintech and Security
 - Theme 2 – Entrepreneurship and Peace - A Global Centrepiece
- 16:30 - 16:45** Tea Break
- 16:45 - 18:00**
 - Theme 3 – Humane Entrepreneurship – A Path Forward
 - Theme 4 – Smart City / 5G / IOT
 - Theme 5 – The Role of Education on SMEs Prosperity
- 18:00 - 19:00** Cocktail Party
- 19:00 - 22:00** Gala Dinner

Day 2

12.13 Fri

- 09:30 - 11:00** Theme 6 – Opportunities in the Greater Bay Area
- 11:00 - 11:15** Tea Break
- 11:15 - 12:45** Theme 7 – Women Entrepreneurship and Humane Entrepreneurship
- 12:45 - 14:00** Buffet Lunch
- 14:00 - 15:30**
 - Theme 8 – Supply Chain & Global Trade
 - Theme 9 – Academic Research & Workshop Session
- 15:30 - 15:45** Tea Break
- 15:45 - 17:15**
 - Theme 10 – Artificial Intelligence and Automation
 - Theme 11 – Tourism and Hospitality Development powered by SMEs
- 17:30 - 18:00** Closing and Handover Ceremony
- 18:00 - 20:00** Cocktail Party

Day 3

12.14 Sat

- 09:00 - 18:00** **Visit to the Greater Bay Area**
 - 1. Macau
 - 2. Hengqin



Speakers

Opening Ceremony Officiating Guests

- The Hon Edmund Ho Hau Wah, GML, Vice Chairman of National Committee of the Chinese People's Political Consultative Conference
- Mr Tam Chon Weng, Secretary for Social Affairs and Culture of the Macao Special Administrative Region
- Mr Wang Xin Dong, Secretary of the Liaison Office of the Central People's Government in the Macao Special Administrative Region
- Mr Ran Bo, Director-General of the Department of Policy Research, Office of the Commissioner of the Ministry of Foreign Affairs in the Macao Special Administrative Region People's Republic of China
- Dr Min Ye Paing Hein, Deputy Minister, Ministry of Industry of the Republic of the Union of Myanmar
- Excellency Pich Sambath, Undersecretary of State of Cambodia
- Dr Chantal Line Carpentier, Chief of United Nations Conference on Trade and Development, New York
- Ambassador Martin Garcia Moritán, Representative of Argentina to the United Nations
- Ambassador Oh Joon, Former Representative of the Republic of Korea to the United Nations
- Ms Pansy Ho, Executive Chairman & Managing Director of Shun Tak Group, Co-Chairperson & Executive Director of MGM China Holdings Limited
- Mr Lawrence Ho, Chairman and Executive Officer of Melco International
- Ms Linda Chen, Vice Chairman and Executive Director of Wynn Macau, Limited
- Mr Philip Cheng Yee Sing, Director of Galaxy Entertainment Group
- Mr Ahmed Osman, President of International Council for Small Business
- Mr Stanley Au, Chairman of The Macao SME Association

VIP Lunch Keynote Speech

Promotion of Technology-based Start-ups for Innovation-driven Economy

- Professor Jung Wha Han, President of SME Policy Studies Association, Professor of School of Business, Hanyang University

Special Address

Digital Transformation and Digital Entrepreneurship

- Mr Yong Jin Kim, Professor of MIS at Sogang Business School and Head of Smart Fintech Research Center

Theme 1 : Fintech and Security

Panel Chair : Dr Winslow Sargeant, President Elect of International Council for Small Business

- Mr Christopher Hui, Executive Director of Financial Services Development Council
- Mr Joseph Chan, Founder and Chief Executive Officer of AsiaPay
- Professor Zhao Zhanbo, Professor and Deputy Director of the Department of Financial Management, School of Software, Peking University

Theme 2 : Entrepreneurship and Peace – A Global Centrepiece

Panel Chair : Dr Jeffrey R. Alves, Board of Directors, International Council for Small Business

- Mr Ahmed Osman, President of International Council for Small Business
- Dr Tse Ka Kui, Co-Convener B Market Builder Hong Kong & Macau
- Ambassador Oh Joon, Former Representative of the Republic of Korea to the United Nations
- Dr Robert Lai, President of International Council for Small Business Taiwan Affiliate
- Mr Eugene Cornelius, Jr, Senior Director, Center for Regional Economics and California Center, Milken Institute
- Dr Chantal Line Carpentier, Chief of the United Nations Conference on Trade and Development (UNCTAD) New York

Theme 3 : Humane Entrepreneurship – A Path Forward

Panel Chair : Dr Ayman El Tarabishy, Executive Director of International Council for Small Business

- Mr Stanley Au, Chairman of The Macao SME Association and Delta Asia Financial Group
- Mr Chang Jae Shin, Chairman of Kyobo Life Insurance Co Ltd
- Mr Hermawan Kartajaya, President of ICSB Indonesia
- Dr Roberto Parente, Professor of Salerno University, Italy
- Dr Ki Chan Kim, Chair of the SME World Forum
- Ambassador Martin Garcia Moritán, Permanent Representative of Argentina to the United Nations
- Mr Park Kwang Bum, CEO of Megagen Implant, Humane Entrepreneurship Practices

Theme 4 : Smart City/5G/IOT

Panel Chair : Mr Eugene Cornelius, Jr, Senior Director, Center for Regional Economics and California Center, Milken Institute

- Mr William Tse, Head of Strategic Engagement, Hong Kong, Taiwan, Macau, GSMA
- Dr Sha Wang, Terra Magnum Capital Partners Founding Partner
- Mr Ahmed Osman, President of International Council for Small Business
- Dr Winslow Sargeant, President Elect of International Council for Small Business

Speakers

Theme 5 : The Role of Education on SMEs Prosperity

Panel Chair : Representative from ICSB

- Dr Katia Passerini, Dean, St. John University
- Ms Diah Yusuf, Vice President, International Council for Small Business Indonesia (ICSB Indonesia)
- Ms Shoroke Zedan, Executive Director, TVET Egypt
- Mr Adnane Maalaoui, Professor, IPAG Business School, France

Theme 6 : Opportunities in the Greater Bay Area

Panel Chair : Dr Winslow Sargeant, President Elect of ICSB & Dr Katia Passerini, Dean St. John University

- Professor Edward CHEN, Chairman of HKU Space Board of Directors
- Mr Lin Di Fu, Executive Director of Council for the Promotion of Guangdong-Hong Kong-Macao Cooperation
- Dr Ieong Tou hong, Chairman of the Fiscal Council of PFM Macau

Theme 7 : Women Entrepreneurship and Humane Entrepreneurship

Panel Chair : Ms Vicki Stylianou, ICSB SVP Partnerships, and the Institute of Public

- Dr Syaru Shirley Lin, Compton Visiting Professor in World Politics Miller Center of Public Affairs at the University of Virginia
- Ms Au Lai Chong, Deputy Chief Executive Officer, Delta Asia Financial Group
- Dr Katia Passerini, Dean, St. John University
- Mrs Sanaa Abouzaid, MENA Regional Corporate Governance Lead at IFC
- Ms Diah Yusuf, Vice President, International Council for Small Business Indonesia (ICSB Indonesia)
- Dr Massimiliano Vesce, Associate Professor, Salerno University

Theme 8 – Supply Chain and Global Trade

Panel Chair : Dr Jeffrey R. Alves, Board of Directors, International Council for Small Business

- Dr Chantal Line Carpentier, Chief of United Nations Conference on Trade and Development, New York
- Professor Terence Chong, Associate Professor of Economics, the Chinese University of Hong Kong
- Mr Gordon Lo, Director General of Federation of Hong Kong Industries
- Mr Frank Leung, Managing Director of New Wing (MCO) Limited

Theme 9 : Academic Research and Workshop Session

- Dr Charles Matthews, Professor, University of Cincinnati

Theme 10 : Artificial Intelligence and Automation

Panel Chair : Dr Winslow Sargeant, President Elect of International Council for Small Business

- Dr Ieong Mei Kei, Chief Executive Director, United Microelectronics Center (Hong Kong) Co. Ltd
- Dr Roberto Parente, Professor of Salerno University, Italy
- Dr Miles Wen, Founder & CEO of Fano Labs Limited
- Mr Zhang Zhi Dong, Executive Vice President, Jusfoun Big Data Information Group Company Limited
- Mr Terence Chiu, Sales Director of SenseTime Hong Kong

Theme 11 : Tourism and Hospitality Development powered by SMEs

Panel Chair : Dr Vong Chuk Kwan, Fanny, President of Macao Institute for Tourism Studies

- Ms Maria Helena de Senna Fernandes, Macao Government Tourism Office Director
- Ms Akiko Takahashi, Executive Vice President, Chief of Staff, Melco International
- Ms Jasmine Cheong, Executive Director of Community and Government Relations of Wynn Macau and Wynn Palace
- Dr Jieqi Guan, Lecturer, Macao Institute for Tourism Studies