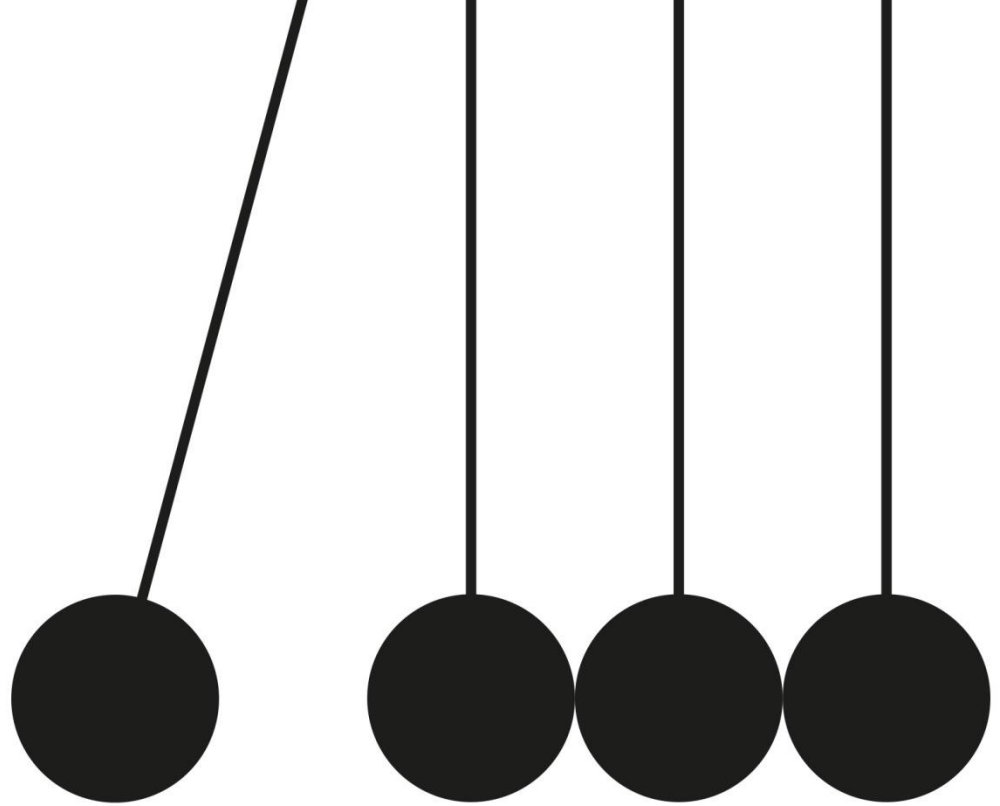


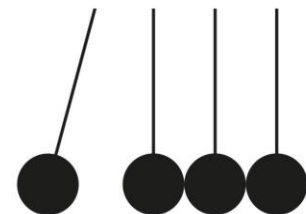
# MSME DAY 2017



SMALL BUSINESS ——— BIG IMPACT



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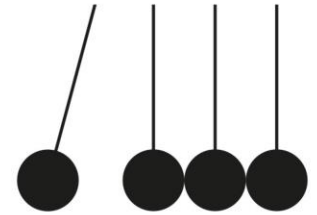
**Welcome**

**Arancha González**, ITC Executive Director

**H.E. Héctor Casanueva**, Ambassador, Permanent Representative of  
Chile to the WTO and Coordinator, Friends of MSMEs



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## Four entrepreneurs, four stories

**Cattleya Romero-Faude**, Founder & Owner, Sagana, Philippines

**Brian Pallas**, CEO & Founder, Opportunity Network, USA

**Omar Bawa**, Founder, Goodwall, Switzerland

**Francisco Villalpando**, Founder, VillalpandoTequila, Mexico

Moderator:

**Catherine Fiankan-Bokonga**, Editor Klvin Magazine and France 24 Geneva correspondent



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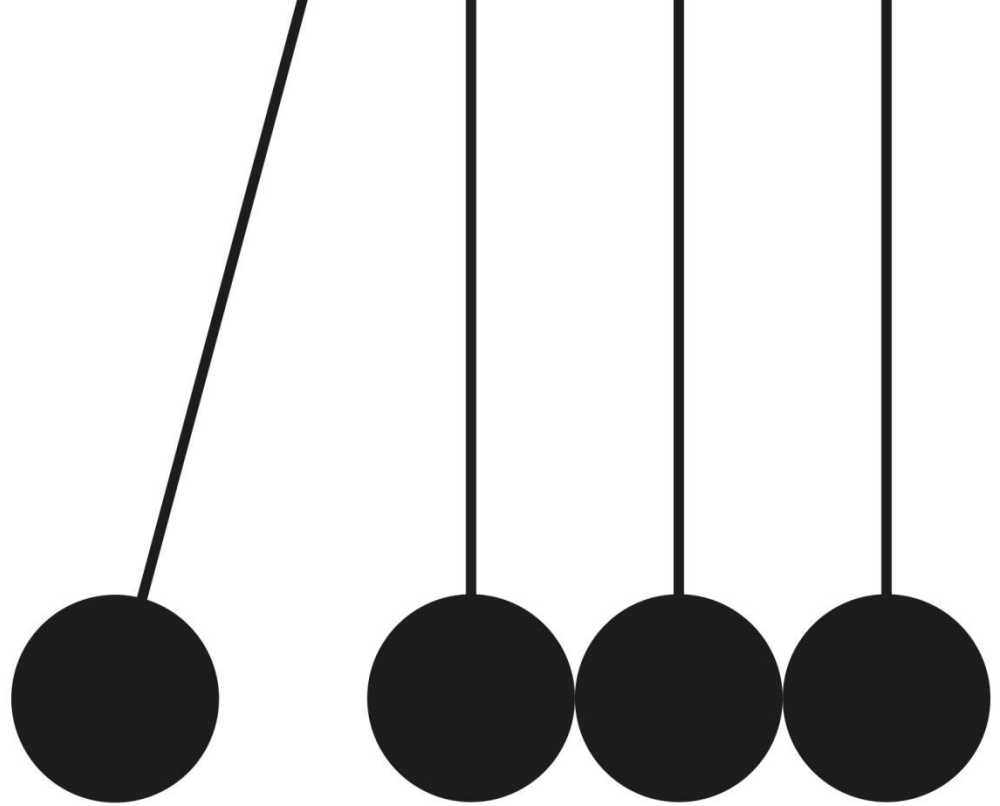


## Closing remarks

**Nicholas Niggli**, Director General, Economic Development, Research & Innovation at Republic and State of Geneva



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