

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) invites you to the **launch of the "Digital for SMEs" (D4SME) policy paper** on

## SMES IN THE ERA OF HYBRID RETAIL: EVIDENCE FROM AN OECD D4SME SURVEY

30 April 2023, 10:30-12:00 CEST (Brussels time), Remote participation

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### WHAT'S THE ISSUE?

**Digitalisation has triggered a profound transformation of the retail sector**, primarily composed of SMEs. While retail businesses are embracing more hybrid practices of managing online and brick-and-mortar channels, getting more traditional SME retailers fit for the hybrid era could open up new opportunities, with far reaching implications on the local economy.

Through a novel survey conducted in six OECD countries (France, Germany, Italy, Japan, Korea, and Spain) in co-operation with e-commerce platforms, **the report provides new insights to better understand retail SMEs' perceived advantages and challenges of operating online sales through these platforms**, with a particular spotlight on hybrid SME retailers.

### WHY ATTEND THE LAUNCH?

The launch will include a presentation of the report's key findings on SMEs' perceptions of key opportunities, barriers, and trends in e-commerce, as well as on the emergence of hybrid retail practices. The presentation will be followed by a discussion around the paper's findings with a compelling line-up of speakers from diverse profiles, from both public and the private sector, including SME and retail organisations, academia, e-commerce platforms, and an entrepreneur that can bring their real-life experiences.

### CONFIRMED SPEAKERS



***Ms Kristin Schreiber***

Director for Chemicals, Health,  
Retail and Agrifood  
DG GROW, European  
Commission



***Ms Anna Klissouras***

Principal of EU Public Policy –  
SME  
Amazon



***Mr Fabio Fulvio***

Innovation, Internationalization  
and Marketing Director  
Confcommercio (Italy)



***Mr Insung Kwon***

Junior Policy Analyst  
OECD



***Ms Leena Whittaker***

Director of Competitiveness  
EuroCommerce



***Ms Lucia Cusmano***

Deputy-Head of the  
Entrepreneurship, SMEs &  
Tourism Division  
OECD



***Mr Marco Bianchini***

Economist and D4SME  
Coordinator  
OECD



***Mr Motohiko Sato***

Senior Manager, Public Policy  
Office  
Rakuten



***Prof. Pinar Ozcan***

Professor of Entrepreneurship  
and Innovation  
Saïd Business School, Oxford  
University



***Mr Sebastiano Toffaletti***

Secretary General  
European DIGITAL SME  
Alliance

## AGENDA

[10:30 – 10:40] Welcome and Scene setting

- **Ms Lucia Cusmano**, Deputy Head of Entrepreneurship, SMEs and Tourism Division, *OECD*
- **Ms Kristin Schreiber**, Director for Chemicals, Health, Retail and Agrifood, DG GROW, *European Commission*

[10:40 – 11:10] Presentation of the Report

- **Mr Marco Bianchini**, Economist and D4SME Coordinator, *OECD*
- **Mr Insung Kwon**, Junior Policy Analyst, *OECD*

[11:10 – 11:45] Discussants

- **Ms Anna Klissouras**, Principal of EU Public Policy - SME, *Amazon*
- **Mr Fabio Fulvio**, Innovation, Internationalization and Marketing Director, *ConfCommercio (Italy)* (Virtual)
- **Ms Leena Whittaker**, Director of Competitiveness, *EuroCommerce*
- **Mr Motohiko Sato**, Senior Manager, Public Policy Office, *Rakuten* (Virtual)
- **Prof. Pinar Ozcan**, Professor of Entrepreneurship and Innovation at Saïd Business School, *Oxford University* (Virtual)
- **Mr Sebastiano Toffaletti**, Secretary General, *European DIGITAL SME Alliance*
- **Retail SME** (Virtual)

[11:45 – 12 :00] Q&A

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Registered participants will receive the link to connect to the discussion.  
Please check the time difference with your home country.

  
Insights on SMEs, Tourism, Regions and Cities



The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies.