



Concept Note

MSME Empowerment Program (MSM2EP)

Virtual Training Workshop on Resilience of MSMEs to Covid-19

February 9, 2022

Context	Within the framework of the implementation of the new strategy of the Islamic Centre for Development of Trade (ICDT) relating to the Trade Facilitation and Investment Promotion Program (2022-2025), the ICDT has developed training modules to build capacities of managers of Most Medium-Sized Enterprises (MSMEs) of OIC Member States. The program dedicated to MSMEs is called “MSMEs Empowerment Program (MSM2EP)” and consists of supporting these enterprises in the field of training participation in fairs and exhibitions, buyer-seller meetings (B2B), involvement in the management of the value chain of products and services, sharing experiences and their profile.
Objectives	MSMEs need to reset to a new normal when going forward at present and in the post COVID era which will be continuously redefined and redesigned. The tremendous pressure exerted by the COVID-19 pandemic on MSMEs resulted in a decreased sales and layoffs, thereby leading to difficulties in the repayment of loans. Therefore, the COVID-19 pandemic has further added an unprecedented burden on top of the challenges already faced by the MSMEs. This training program will provide insights and guidance to MSMEs searching for ways to cope with the operational stress generated by COVID-19.
Participants	The workshop is open to MSMEs owners currently facing difficulties to overcome the crisis, any business manager wishing to learn techniques for managing the current crisis, and employees wanting to understand the crisis and know how to be part of the solution.
Expected Results	<ul style="list-style-type: none"> ○ Acquired knowledge on the current economic situation and self-assessment of the company. ○ Acquired knowledge on resource management, prioritization, and customer behavior change.
Organizer(s)	ICDT
Trainer(s)	Prof. Cader IRSHAD
Venue and Date	Virtual, February 9, 2022
Format	<input checked="" type="checkbox"/> Virtual: https://us02web.zoom.us/webinar/register/WN_kqTlhYHvTLigYca8ZKOJrA



**Virtual Training Workshop on
Resilience of MSMEs to Covid-19
Program (GMT)**

February 9, 2022	
9:00-9:20 a.m.	Welcoming Speech of the Director-General of ICDT Presentation of the trainer and the Program
9:20-10:30 a.m.	Session I <ul style="list-style-type: none"> ○ Understanding the current economic situation ○ Where are you now – SWOT analysis - Self-evaluation ○ How to manage resources and prioritization? Questions & answers
10:30-10:40 a.m.	Coffee break
10:40-11:45 a.m.	Session II <ul style="list-style-type: none"> ○ Understanding the change in customer behavior ○ Adopting change - Techniques ○ Preparation for change – Check list Questions & answers
11:45- 12:00 a.m.	Closing remarks of ICDT
12:00 a.m.	End of the training