

## Staff

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## Date

November 03, 2015



**ABDUL LATIF JAMEEL**  
**Poverty Action Lab**  
TRANSFORMANDO LA INVESTIGACIÓN EN ACCIÓN

## Evidencia para el Desarrollo de la Pequeña y Mediana Empresa

| Conferencia  |   |
|--|---|
| Hora   | Ponente: Descripción  |
| <b>Ceremonia de Inauguración</b>                                       |   |
| 09:00 - 09:10  | <b>Palabras de Bienvenida e Inauguración</b><br>César Cerón Alvar, Viceministro de MYPE e Industria.                |
| <b>Objetivos de la Actividad</b>                                       |   |
| 09:10 - 09:25  | <b>Objetivos y estructura de la Conferencia</b><br>Juan Manuel Hernández-Agramonte, Subdirector Nacional de SPA     |
| 09:25 - 09:40  | <b>Panorama y desafíos actuales de la MIPYME en el Perú</b><br>Juan Manuel García, Director General de la ENFOCOMTE |
| 09:40 - 09:45  | <b>Pausa</b>  |
| <b>Panel 1: Acceso a financiamiento para PYME</b>                      |   |
| 09:45 - 10:10  | <b>Ponente</b> - Stanislao Maldonado (Universidad del Rosario, Argentina)   |
| 10:10 - 10:30  | <b>Comentaristas</b> - Roger Espinoza (Ábaco)   |
| 10:30 - 10:40  | Preguntas y Comentarios   |
| 10:40 - 10:55  | Coffee break  |
| <b>Panel 2: Desarrollo de capital humano y capacidades gerenciales</b> |   |
| 10:55 - 11:20  | <b>Ponente</b> - Jaime Larburtu (Pontificia Universidad Católica de Chile, Chile)                                   |
| 11:20 - 11:40  | <b>Comentaristas</b> - Jack Buzga (CÓPERE) y Geby Cardenas (Mi Banco)   |
| 11:40 - 11:50  | Preguntas y Comentarios   |
| <b>Panel 3: Acceso a mercados</b>                                      |   |
| 11:50 - 12:10  | <b>Ponente</b> - Daniel Yi Xu (Universidad de Duke, EE.UU.)   |
| 12:10 - 12:30  | <b>Ponente</b> - Matthew Bird (Universidad del Pacífico, Perú).   |
| 12:30 - 12:50  | <b>Comentarista</b> - Dante Rivadeneyra (Ecofuture, Bolivia)  |
| 12:50 - 13:00  | Preguntas y Comentarios   |
| 13:00  | <b>Cierre</b>   |



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### Taller de Colaboración:

Hora Ponente Descripción

#### Introducción al Taller de Colaboración

15:00 - 15:10 *Juan Manuel Hernández-Agmonde (Subdirector Técnico IIRL) y María Germán (Asociada de Políticas Senior J-PAL LAC)*

#### Sesiones Grupales

15:10 - 15:50 Sesión 1 - Trabajo en grupo investigadores e implementadores

15:50 - 16:05 *Coffee break*

16:05 - 16:45 Sesión 2 - Trabajo en grupo investigadores e implementadores

16:45 - 17:25 Sesión 3 - Trabajo en grupo investigadores e implementadores

#### Cierre

17:25 - 17:30 *Orlene Fortis, Gerente de Programa, Programa PYME de IIRL*



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# Evidencia para el Desarrollo de la Pequeña y Mediana Empresa

Lima, 3 de Noviembre de 2015



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# Evidencia para el Desarrollo de la Pequeña y Mediana Empresa

Lima, 3 de Noviembre de 2015



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## Evidence for the Development of Small and Medium Enterprises: Conference and Matchmaking Event

On **Tuesday November 3, 2015**, IPA Peru, J-PAL LAC, the Small and Medium Enterprise

(SME) Program at IPA, the Ministry of Production, the National Society of Industries of Peru (SNI) and COPEME, co-organized the Conference and Matchmaking Event "Evidence for the development of small and medium enterprises" in Lima, Peru.

*Lea esta página en español [aquí](#).*

The event convened representatives of the public and private sector, civil society and researchers, with the aim of spreading the existing rigorous evidence on effective interventions for SMEs, and of identifying opportunities for collaboration to generate new research in this area. To this end, **international researchers presented evidence from rigorous impact evaluations on the effectiveness of programs and services targeting SMEs around the world**. Researchers also worked with local actors to generate new studies on what interventions work and which do not in the Peruvian context.

The event was divided in three panels, covering topics considered essential for the SME growth. In the first panel, researcher Stanislao Maldonado (Universidad del Rosario, Colombia) presented evidence from studies on access to finance for SMEs. In the second panel, Jeanne Lafortune (Pontifical Catholic University of Chile), presented studies focusing on the development of human capital and management skills for SMEs. Finally, in the third panel, Daniel Xu (Duke University) and Matthew Bird (Universidad del Pacífico, Peru) presented insights from interventions to facilitate access to markets by SMEs. The evidence presented by these leading researchers was discussed by implementers of services, or interventions in each panel's thematic area.

During the afternoon, **researchers and implementers participated in a matchmaking workshop**. In this workshop, researchers presented their areas of interest in terms of academic research, while implementers presented the services or programs aimed at SMEs that they are implementing. Based on this, both groups worked together to **define common interests and opportunities for collaboration, as well as strengthen their ties to design and test innovative solutions to the problems SMEs face in Peru**. This will generate evidence on the effectiveness of these interventions, in order to feed existing programs and inform future ones.

The event is organized by IPA Perú, J-PAL LAC and the SME Program at IPA, as part of its mission to promote evidence-based decision-making and public policy.

## Related Media Coverage (Spanish only)

Click the icon below to read this story on Andina, or click [here](#) to read it on MundoMyPE.



Click the icon below to read the MundoMyPE interview with SME Program Manager, Dr. Oriana Ponta.



## Videos of the Conference

### Address

PRODUCE

### City

Lima

### Country

Peru