



Dr. Danka Milojkovic
Director
Cluster House
Republic of Serbia

Rome, 13th of April 2017

Invitation as a **Speaker** to the International Conference
organized in the framework of the 13th INSME Annual Meeting on
“Improving Productivity in SMEs and Their Role in Global Value Chains”
15th – 17th of May 2017
Puerto Vallarta – State of Jalisco, Mexico

Dear Dr. Milojkovic,

The Mexican National Institute of the Entrepreneur - INADEM and the International Network for Small and Medium Enterprises - INSME are delighted to invite you to act as a Speaker on May 17 2017 at the 13th INSME Annual Meeting taking place at Puerto Vallarta - State of Jalisco, Mexico.

The INSME Annual Meeting is an opportunity to engage policy makers from host country Mexico and OAS (Organization of American States) member countries policy makers in a constructive dialogue with INSME innovation experts and entrepreneurs (from SMEs and MNEs) to understand what factors and specific issues hinder SMEs from effective participation in global value chains and to explore and adopt transferable and measurable best practices from around the globe that may catalyse the growth of SMEs in new markets.

Concerning your role as Speaker during Session V on **“Creating a Nurturing Environment for SMEs”** we would like to provide you with some updates and clarifications. Your presentation is scheduled to take place in the morning session of May 17 2017.

Please send us your abstract (5-8 lines), short CV, picture and logo in high resolution to upload it on the website as soon as possible, at the latest by the 21st of April.

To give you a very brief overview about the organizers:

The **National Institute of the Entrepreneur (INADEM)** is a decentralized administrative office of Mexico's Secretariat of Economy. Its tasks are implementing, executing and coordinating the national policy of inclusive support to entrepreneurs, small and medium-sized businesses, promoting innovation, competitiveness and national and international projection in the markets in order to increase their contribution to economic development and social welfare as well as contribute to the development of policies that promote the culture of business productivity.

The **International Network for Small and Medium Enterprises (INSME)** is a not-for-profit Association established since 2004 in Rome, Italy with the aim to promote transnational cooperation and public-private partnership for innovation in SMEs, involving public and private stakeholders dealing with competitiveness issues.

The Network comprises at present 80 members based in 38 countries across 4 continents including:

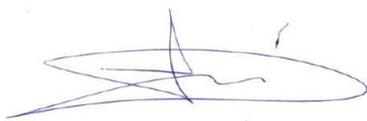
- Governmental bodies
- International organizations
- Business support intermediaries and their associations/networks at subnational, national, regional and international level.

3 nights' accommodation at the Speakers' hotel - the [Westin Resort & SPA](#) - will be taken care by the organizers. Please contact Grecia Panayi at gpanayi@inmepp.com or Jenisel Viveros at jviveros@inmepp.com, telephone: 01 (55) 5208-5096 / 5564 0621 to arrange your stay.

For any additional clarification or information you may need, please contact us at 2017@insme.it or visit www.2017.insme.org. We thank you in advance for your active involvement in our event.

Looking forward to receiving your confirmation and welcoming you in Puerto Vallarta!

With best regards,



Mr. Sergio Arzeni
President
International Network for SMEs - INSME



Dr. Alejandro González Hernández
Coordinador General de Planeación Estratégica,
Evaluación y Seguimiento
Instituto Nacional del Emprendedor