

2020 Virtual Members Meeting
Tuesday, November 17th, 2020

1: Update on membership services

The SME Finance Forum team presented an overall update on current membership services and achievements over the past year based on its three pillars, LEARN, LINK, and LEAD:

In early 2020, the SME Finance Forum launched a COVID 19 Mitigation Program to support members and partners during a time of unprecedented crisis by offering the following services: i) weekly roundtables, ii) monthly pulse surveys, and iii) weekly news updates. The team organized 23 roundtables with 105 speakers, which were attended by 2731 professionals. The Forum also organized 11 webinars, with 35 speakers, attended by almost 1200 professionals, and four immersion programs (both physical and virtual) hosted by TEB Bank and Sekerbank, Wells Fargo, as well as U Gro Capital and Experian.

The SME Finance Forum has enabled numerous business partnerships that have resulted in over \$30 million in investments and about 70 million of MSMEs potentially having improved access to financing. Those member institutions which benefited affirm that they would not have been able to achieve these results without their participation in the SME Finance Forum.

This year, the Forum conducted a comprehensive survey to measure the results and impact of its services on both the members/partners and the SMEs they serve. The collected data shows that the Forum is broadly recognized as the marketplace for innovation and good practice examples in SME finance. It also provides useful platforms for business development and relationship nurturing. Specifically, 68% of the 68 members who responded to the survey affirmed that they acquired new knowledge through participation in the Forum's activities, which was useful for their work; 20% engaged in a productive dialogue with policy makers; 23% made new business partnerships; and 9% made or received new investments. **In addition, members of the Forum serve more than 23 million small and medium enterprises worldwide and provide more than \$431 billion in financing with the common purpose of better serving SMEs and closing the finance gap.**

2: Feedback from members on member services based on the three pillars of the Forum:

LEARN

- COVID-19 Roundtables were timely and provided insights into how other institutions in different countries are managing their MSMEs. In terms of frequency, they should be held once a week
 - **Suggested topics** - *Managing SME portfolios post-Co-Vid*
- Planned webinars are well-regarded, especially topics on SME lending or data (ML/AI)
 - **Suggested topics** - *Green financing; SME resilience; AI and machine learning in the SME space; Cloud; Blockchain on SMEs; Post-Co-Vid recovery (how do we recover?); Interest rate reduction; What DFI's can offer in terms of liquidity and support for SMEs; Credit scoring, focus on results and impacts on SMEs*
- Regional Webinars – include webinars in different time zones (the timing is not favorable for members in Asia)
- Have different levels of depth at our webinars/roundtables/panels, specifically events for beginners and more advanced deep-dive sessions
- Very useful to have member portal where recordings can be accessed later in case members can't join live sessions

- Study visits are very helpful - members are looking forward to physical study visits/immersion programs.
- Appreciation for Co-Vid survey results. Pulse surveys should be bi-monthly – with other surveys on specific topics added at other times (e.g., *deep dive on guarantees*)
- Happy with LinkedIn discussion group and website (short blogs particularly appreciated)
- Positive feedback about Call for Insights, especially video recordings by authors. Members asked for more activities of this type of knowledge products
- The Forum should consider launching a Digitalization Strategy CoP
- Overall member satisfaction with increased level of virtual exchange – i.e., steady pace of activities this year, which should continue post-Co-Vid
- Fireside chat is a good (new) initiative

LINK

- **Virtual SMEFF20:**
 - Best possible option and very close to a physical event
 - Recommend keeping it virtual so more members (and students) can attend
 - It was very educational and making the recordings available was a very good idea
 - Provided several engagement opportunities with other members
 - Networking with other members provides a lot of opportunities
- Each event should specify the level and competencies of professionals it is targeting, such as risk officers or CEOs, etc. It would help CEOs and other high - level managers in deciding who to send to attend the event, as they can't attend all the events
- The Forum should offer more virtual and networking events
- Overall appreciation for marketplace
- Forum should consider planning regional events – e.g., short webinars with a regional focus or virtual breakfasts to encourage networking
- Member's meeting is extremely helpful – provides details on new initiatives that members are not aware of

LEAD

- The Forum should support and encourage the recognition of smallholder farmers as Micro Enterprises
- Go deeper on specific COVID responses, including about policies and regulations
- The Forum should facilitate strengthening relationships between members and development partners

OTHER (Admin and Relationship Management)

- A Virtual **SME Finance Marketplace** has now been developed, thanks to supports from our member GlobalLinker. The marketplace provides members with an online platform for networking and partnership building. Members could participate in the marketplace either as a **vendor** (e.g. fintech offering tech solutions, Development Finance Institution offering investment/advisory services), or as a **buyer** (financial institutions looking for tech solutions or investment/advisory services). Members are strongly encouraged to set up their institutional profiles on the [SME Finance Marketplace](#). Please stay tuned for more details and next steps.

- Appreciate SMEFF's proactiveness in reaching out to members. Weekly or bi-weekly digest / newsletters would be fine
 - Suggested an orientation around the member's portal, could be done during onboarding
 - Emails often go unread because there are too many (both from us and from others)
 - Quarterly calls are aspirational, but a good amount
 - There is a redundancy between weekly digest and the bi-monthly newsletter
- The Forum should leverage Zoom and its subtitle/translation capacities
- **Suggestions for new initiatives**
 - A WhatsApp group among members to share knowledge and information
 - Innovation Lab to discuss the latest innovation with members