

# SEAANZ President Report of the 2019 International Council for Small Business World Congress Cairo, Egypt | June 18th – June 21st, 2019



<http://icsb2019.com/>

SEAANZ President Associate Professor Tui McKeown attended both the conference (June 18 to 21) and for the 2 full days prior for the Board Strategy Retreat on June 16<sup>th</sup> and the ICSB Outgoing Board Meeting on June 17<sup>th</sup>. These events took place at the Royal Maxim Palace Kempinski, Cairo (about 40 minutes from central Cairo).

This report presents an overview of the highlights with a SEAANZ outcomes perspective acknowledged as being the central focus. More details on the event are at <http://icsb2019.com/>

## Day 1: ICSB Planning & Strategy Session – Chaired by Zulma Quinones, Chair ICSB 2030 Visioning Committee

Held in the basement rooms of the Congress hotel the remarkable abilities of the Chair lead to some robust and very frank discussions about the current state and the future visions for ICSB. Complete with white boards, marker pens and butcher paper, Zulma had us all working in small groups where the value proposition of ICSB was a topic front and centre.

Picture 1: The venue for Day 1 and Day 2



## Day 2: ICSB Outgoing Board Meeting – Chaired by ICSB President GERALYN FRANKLIN

The same venue and another day of discussions but this time very much focused on the current day operations of ICSB. I noted our new SEAANZ business model (of charging only Institutional and corporate members) and that the notion of 'value', both our own and that of ICSB, is one that will continue to feature in SEAANZ Board meetings.

**Picture 2: The Ladies of ICSB**



**Back row (L to R)** Eileen Figueroa Rivera, President of ICSB, Porto Rico; Maria Fernanda, President of ICSB, Argentina; Diah Yusuf VP, Affiliate & Chapter Engagement; Vicky Stylianou, ICSB SVP Development  
**Front row (L to R):** Tui McKeown, President SEAANZ & VP Research; Rita Grant, ICSB SVP Finance & Control, GERALYN FRANKLIN, President, ICSB; Zulma Quinones, Chair ICSB 2030 Visioning Committee (and ICSB president 2006-2007)

A key feature of the day was the ICSB2019 Congress Opening Ceremony held that evening at the Almanara Conference Center

**Picture 3: Attendees at the Opening Ceremony**



## The Congress

The Congress opened with a full range of plenary sessions and, with a SEAANZ hat firmly on and acknowledged, the pick of the bunch was:

***The Future of Work - Chair: Ahmed Osman, ICSB, Egypt (and then incoming President ICSB), Keynote Speech by: Peter Van Rooij, ILO and moderated by Tui McKeown, SEAANZ.***

**Picture 4: The Future of Work Plenary team**



*L – R: Ahmed Osman, Peter Van Rooij, ILO, Tui McKeown*

Ahmed Osman showcased both the work being done by ILO as well as noting our SEAANZ whitepaper on the topic. Peter has passed on the following link for the ILO report

[https://www.ilo.org/wcmsp5/groups/public/---dqreports/---cabinet/documents/publication/wcms\\_662410.pdf](https://www.ilo.org/wcmsp5/groups/public/---dqreports/---cabinet/documents/publication/wcms_662410.pdf)

While the SEAANZ one is at

[https://docs.wixstatic.com/uqd/108296\\_370b1ac9d07641b0a1a5927785afede6.pdf](https://docs.wixstatic.com/uqd/108296_370b1ac9d07641b0a1a5927785afede6.pdf)

**Pictures 5A & 5B: The Future of Work Team... at Work**



There were two great presentations by SEAANZ members. The first I caught was titled the 'Australian Higher Education Sector and SME' and presented by Mariya Yesseleva-Pionka. Mariya is from Top Education Institute at the Sydney City School of Business (yes, for those of you with SEAANZ memories, the institution of our much beloved Brian Gibson).

The second was in the 'Entrepreneurship & SME Policy, Ecosystems and National Innovation systems' stream and featured Judy O'Connell, Victorian Small Business Commissioner and longstanding friend of SEAANZ. The mix of academic and practitioner papers was a real feature of this session and the 'good news story of regulation well done' that Judy presented was well received.

Apologies to Barbara Maidment (whose head is captured in the right of the photo below). As always, Barbara was a true champion throughout the Congress (as there aren't many ICSB Congresses she has not been too over the years), taking notes and asking penetrating questions in all of the many sessions she attended.

**Picture 6: Victorian Small Business Commissioner Judy O'Connell presenting at ICSB 2019**



The Congress presentations for me were rounded off by a final SEAANZ focus drawing on our 2018 Whitepaper - this time from the perspective of the stories and lived experiences of some of the small business owners we interviewed.

**Picture 7: Tui, Talking Yet Again?**



Another highlight was the ICSB Presidents Reception, poolside at the Congress Hotel (and for those of you wondering why the laughter – this was definitely not a NZ or Australian event as the drinks were water, fruit juice or soft drinks. Just goes to show that good people are really all you need!).

**Pictures 8A and 8B: The Presidents Reception**



I end this report with a huge thanks to GERALYN FRANKLIN and AHMED OSMAN for the incredible warmth and hospitality they extended to me and to SEANZ throughout. They both showed an absolute commitment to making the ICSB notion of family something that is living and real. Thank you both and with this in mind, the last picture is ...

**Picture 9: The ICSB Presidents**



Outgoing President, GERALYN FRANKLIN; Current President, AHMED OSMAN; Incoming President, WINSLOW SARGEANT