

# WEBINAR AGENDA

3.00-4.30 pm Paris time, 1<sup>st</sup> February 2024 | Virtual

## Second Meeting of the International SME and Entrepreneurship Policy Evaluation Discussion Network



# Lessons from the evaluation of SME consulting programmes of the Small and Medium Business Authority, Israel

## What's the issue?

The OECD Committee on SMEs and Entrepreneurship is operating an International SME and Entrepreneurship Policy Evaluation Discussion Network with the support of the UK government. The network enables policy makers and experts to exchange at a technical level on the policy lessons from recent high-quality SME and entrepreneurship policy evaluations as well as on evaluation methodologies. It involves quarterly online workshops over 24 months, with annual in-person/hybrid meetings.

This workshop will present and discuss the evaluation of a major SME consultancy programme operated by the Small and Medium Business Authority of Israel. This programme offered SMEs subsidised consultancy support with matched consultants. The evaluation assessed the programme impacts on SME survival and growth, examining how the impacts varied based on the intensity of support by dividing the treatment group into SMEs that received more than 50 hours of consultancy support (full treatment) and those that received less than 50 hours support (partial treatment).

## Why attend the webinar?

This webinar will be an opportunity to network with other policy officials and evaluators who are participating in the International SME and Entrepreneurship Policy Discussion Network. It will provide the opportunity to discuss the design and impacts of consultancy programmes for SMEs, taking as its starting point the evaluation of the impacts of the Israeli SMBA's main consulting programme for SMEs. Representatives from Israel will present the programme, the evaluation and the findings. Network participants will discuss the lessons of the evaluation, including which aspects of its design and delivery worked well and which others did not work well, and will make comparisons with evaluation findings on SME consultancy from other countries.

Participation is an opportunity to learn about:

1. The findings of the Israel evaluation study.
2. The methodology and challenges encountered in conducting the evaluation.
3. The main policy lessons surrounding the design and implementation of the scheme.
4. Similarities and contrasts with findings of evaluations of similar programmes in other countries.
5. Key considerations for successful policy for SME consultancy in general.

## Register

### [Register Here](#)

After registering, you will receive a confirmation email containing information about joining the meeting. If you do not receive an email confirmation or have trouble registering, please contact: [Heather.Mortimer@oecd.org](mailto:Heather.Mortimer@oecd.org)

For more information, contact: [Jonathan.Potter@oecd.org](mailto:Jonathan.Potter@oecd.org) / [Pablo.Shah@oecd.org](mailto:Pablo.Shah@oecd.org)

# Agenda

Event moderator: Dr. Jonathan Potter, Head of the Entrepreneurship Policy and Analysis Unit, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

**3.00-3.10pm**  
Paris time

## Introduction

**Angelina Cannizzaro, Deputy Director: Business Growth Analysis and International policy and Chair of the International SME and Entrepreneurship Policy Evaluation Discussion Network**

**Dr. Jonathan Potter, OECD**

Welcome remarks, recap of the first meeting of the network, and summary of responses to OECD requests for information on evaluation studies.

**3.10-3.20pm**  
Paris time

## Overview of key issues and evaluation evidence on SME consultancy programmes internationally

Presentation by the OECD Secretariat on the findings and policy lessons from reliable evaluations of SME consultancy programmes.

**Pablo Shah, Policy Analyst, OECD**

**3.20-3.55pm**  
Paris time

## Presentation of the evaluation of subsidised consultancy to SMEs in Israel

Presentation on the evaluation of Israel's subsidised consulting programme for SMEs, with an examination of:

- The key findings of the evaluation study in terms of the programme impacts.
- The implications of the evaluation findings for the design and implementation of consulting programmes (and other types of SME and entrepreneurship policy).
- The impact of the evaluation findings on future policy decision in Israel.
- The methodologies adopted and challenges faced in implementing the evaluation (and how these were overcome).

(30 minutes)

**Nir Ben-Aharon, Head of Policy and Research Department, Small and Medium Business Agency, Ministry of Economy and Industry of Israel**

**Dr. Roy Shalem, Managing Partner Numerics Economic & Financial Consulting LTD**

Discussant remarks. A discussant to share reaction to the findings and policy lessons of the evaluation study from Israel and the possible implications for policy in their country.  
(5 minutes)

**Salvatore Zecchini, Delegate for Italy on the OECD Committee on SMEs and Entrepreneurship**

**3.55-4.20pm**  
Paris time

## Q&A and open discussion

Policy officials and evaluators to i). put questions to the speakers on the Israel evaluation and ii). share reactions to the methods and findings of the Israel evaluation, including the implications for evaluations and programmes in their respective countries.  
(25 minutes)

**4.20-4.30pm**  
Paris time

## Conclusions

**Angelina Cannizzaro, UK Department for Business and Trade**

**Dr. Jonathan Potter, OECD**

## About the OECD Centre for Entrepreneurship, SMEs, Regions and Cities

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies.

For more information, visit our website: [www.oecd.org/cfe](http://www.oecd.org/cfe)

### CONTACT

If you are interested to learn more about the project or to get involved, please contact Jonathan Potter, Head of the Entrepreneurship Policy and Analysis Unit | [Jonathan.POTTER@oecd.org](mailto:Jonathan.POTTER@oecd.org)

