

29 April 2020

HSBC to host virtual three-week SME conference

Drive 2021: Inspiring Progressive Business is the world's largest virtual SME conference

Small and medium-sized enterprises (SMEs) are a vital pillar of the economy. In fact, the overwhelming majority of firms in industrialised countries are SMEs and together, they are responsible for 60% of all jobs (according to Oxford Economics). In Malta, SMEs represent around 98% of all Businesses, accounting for 52% of total employment (Eurostat).

It's Without doubt, SMEs have been hit hardest by the Covid-19 pandemic. However, the vast majority of customers that we've spoken to are not only looking to rebuild for the future but they're also focused now on reinvention. The pandemic also caused the largest digital shift that we've seen in recent times – particularly the percentage of people working from home.

With these two factors in mind, from Tuesday 4th to Thursday 20th May, HSBC will be hosting a virtual conference specifically aimed at entrepreneurial SME owners and managers. The conference includes keynote presentations from a serial entrepreneur and professor of marketing, Scott Galloway; a fundraising masterclass with Gobi Partners, Transcend Capital, GLY Capital and Next Chapter Ventures and a session with James Ghaffari from B-Corp on the commercial benefits of sustainability. There are also multiple workshops and interactive panels over the full three weeks such as the workshop on eCommerce platforms opportunities, together with workshops hosted by Google on analytics and digital marketing.

Drive 2021: Inspiring Progressive Business is focused on three critical themes: international trade; sustainability (environmental and social); and digital and innovation. In addition to the keynote presentations, workshops hosted by Google Analytics and interactive panels, participants will also be able to access a suite of exclusive on-demand content and virtual networking opportunities.

Dan Roberts, Global Head of Business Banking, HSBC said: "The idea of developing a virtual conference specifically for our SME clients was to provide thought provoking and practical insights to help them grow their businesses. We've been able to attract some globally respected entrepreneurs and developed a raft of exclusive content that will provide usable solutions to help SMEs take their businesses to the next level. We also hope *Drive 2021* will facilitate international connections that will help businesses to expand into new markets."

Joyce Grech, Head of Commercial Banking at HSBC Malta, said, "Over the past 13 months, HSBC Malta has been working with commercial clients to support them through this challenging period. *Drive 2021* will provide practical advice and inspiration to SMEs, giving them access to the best insights that the HSBC Group has to offer, as they look beyond the pandemic."

To find out more about *Drive 2021* and to register for free please visit: [Drive 2021: Inspiring Progressive Business](#)

Drive 2021

Inspiring progressive business

Join the global conversation


from 4-20 May






Scott Galloway

Professor of Marketing and Serial Entrepreneur




Lindsey Hermes

Head of Enterprise Solutions, Serai



Shola Kaye

Communication & Inclusion Specialist



Marc Lafleur

Founder, TruLOCAL

PHOTOCAPTION: A selection of speakers who will participate in *Drive 2021 - Inspiring Progressive Business*

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