



# Financial Institutions for Private Enterprise Growth

July 6<sup>TH</sup> - July 17<sup>TH</sup>, 2020 | [jdintl.econ.queensu.ca](http://jdintl.econ.queensu.ca)

John Deutsch International | Department of Economics



Queen's  
UNIVERSITY

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The goal of the program is to provide financial institutions with the strategies they need to penetrate the SME market and introduce new management skills and tools to finance SMEs' growth on a sustainable and profitable basis.

The program also aims to give government officials an understanding of the macroeconomic policies needed to promote the financing of SMEs by banks.

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## CERTIFICATE

Upon completion of the program, participants will be awarded the Professional Certificate in Financial Institutions for Private Enterprise Growth (FIPEG). Queen's University is among the top five leading universities in Canada, with an international reputation for academic excellence and research.

## THE PROGRAM

Queen's University is offering its cutting-edge program on Financial Institutions for Private Enterprise Growth (FIPEG) for professionals who wish to learn about the latest innovations and strategies in the area of small and medium enterprise (SME) finance. Based on international best practices, this two-week program provides professionals with the new operational techniques, banking business models, and innovations that are required to build and maintain a successful SME banking portfolio.

Furthermore, the program provides participants with the relationship management tools for SME customer satisfaction, and will create awareness of the opportunities and threats arising from fintech companies. The program also gives senior government officials an understanding of the macroeconomic policies needed for sustainable SME finance.

# WHO SHOULD PARTICIPATE?

FIPEG has been designed for professionals in financial institutions, government agencies, NGOs, and international organizations that recognize the potential and importance of financing SMEs.

These include:

- Commercial, investment and specialized banks
- Financial development corporations
- Central banks
- Government ministries
- Multilateral and bilateral development assistance agencies
- Non-governmental organizations
- Banking sector consultants and trainers



# PROGRAM TOPICS

The curriculum covers how to profitably penetrate the SME market, forms of SME finance, risk management, and the policy framework for SME finance.

## **PENETRATION OF SME MARKET**

- Digitalization of SME finance
- Market penetration through fintechs
- Digitalization and customer experience management
- Open banking and partnering with fintechs
- Developing customized financial products and services
- Providing non-financial services to SMEs

## **FORMS OF SME FINANCE**

- Alternative financing in lending
- Agricultural lending and value chain finance
- Financing women entrepreneurs
- Financing fast-growing innovative SMEs
- Financing digitalization of SMEs
- Financing start-ups: Venture capital for SMEs

## **RISK MANAGEMENT**

- New tech for AML/KYC and other compliance
- Platforms for digitalization of banking
- Risk management tools in SME finance
- Managing non-performing SME loans
- Fintech companies: opportunities and threats for banks

## **POLICY FRAMEWORK**

- Data access and governance
- Policies for data localization and use of cloud
- Regulation and licensing of alternative financiers
- Government policies and access to finance

For more information, please visit our website at

[jdintl.econ.queensu.ca](http://jdintl.econ.queensu.ca)





## STUDY METHOD

The program consists of core lectures, case studies, group discussions, and presentations of successful country experiences. FIPEG has been designed to immerse participants in an interactive teaching and learning approach in which they learn how to tackle the challenging issues associated with serving SMEs in their work environment.

### **QUEEN'S UNIVERSITY**

The program takes place on the historic campus of Queen's University in Kingston, Ontario, Canada. Queen's University was established by a Royal Charter issued by Queen Victoria in 1841. It is one of Canada's most distinguished and prestigious universities.

### **HISTORIC KINGSTON, ONTARIO**

Kingston is located on Lake Ontario, mid-way between Toronto and Montreal, and close to Ottawa, the national capital. Kingston was established in 1669 and was the first capital of Canada. The city has a rich architectural heritage and spectacular waterfront location, making it one of Canada's premier tourist destinations.

# Admissions, Costs, and Funding

## Costs and Funding

The program fee is US\$8,900 per participant. This fee includes tuition, housing, health insurance, course materials, and social events, but does not include the cost of airfare and meals.

## Sponsorship

Sponsorship is normally provided by the participant's employer or by other funding organizations. Agencies that offer financial assistance for training include: UNDP (United Nations Development Program), UNIDO (United Nations Industrial Development Organization), World Bank, International Finance Corporation (IFC), Inter-American Development Bank (IDB), Asian Development Bank (ADB), and African Development Bank (AfDB).

## Admissions Policy

The program is open to persons holding a university degree in economics, finance, management, accounting, banking, or a related discipline. Prior work experience is taken into consideration.

## How to Apply

Applications may be submitted electronically via our website: [jdintl.econ.queensu.ca/training/online-application](http://jdintl.econ.queensu.ca/training/online-application)



For questions: [fipeg@econ.queensu.ca](mailto:fipeg@econ.queensu.ca)



**Dr. Frank Milne**  
**Bank of Montreal Professor in**  
**Economics and Finance**  
**Department of Economics**  
**Queen's University**

Dr. Frank Milne is Bank of Montreal Professor in Economics and Finance in Department of Economics at Queen's University. For many years he has acted as an advisor and consultant for various branches of the Australian and Canadian governments. He has been a long term advisor to the Financial Stability Section at the Bank of England. Also, he was a Special Advisor to the Bank of Canada during the global financial crisis between 2008-2009.



## FACULTY CHAIR

Dr. Hatice Jenkins

**Senior Fellow**  
**John Deutsch International**  
**Department of Economics**  
**Queen's University**

Dr. Hatice Jenkins is a Senior Fellow of the John Deutsch International Executive Programs in the Department of Economics, Queen's University. She was the founder and initial director of "Financial Institutions for Private Enterprise Development (FIPED)" a long-running executive program on micro, small and medium enterprise finance at Harvard University. Dr. Jenkins has over 25 years of professional work experience and publications in the area of micro, small and medium enterprise finance.

### FACULTY

The faculty are distinguished practitioners and scholars in the field of micro, small and medium enterprise finance from Harvard University, Queen's University, the World Bank, IFC, and a number of leading commercial and development banks from North America and Europe.



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**John Deutsch International**  
**Department of Economics, Dunning Hall, Room 209**  
**94 University Avenue, Queen's University,**  
**Kingston, Ontario, Canada K7L 3N6**  
[jdintl.econ.queensu.ca](mailto:jdintl.econ.queensu.ca)    [fipeg@econ.queensu.ca](mailto:fipeg@econ.queensu.ca)



**Dr. Jay K. Rosengard**  
**Lecturer in Public Policy**  
**Harvard Kennedy School**  
**Harvard University**

Dr. Jay Rosengard is a Lecturer in Public Policy and the Director of the Harvard Kennedy School Financial Sector Program which deals with the development of bank and nonbank financial institutions. Dr. Rosengard was Faculty Chair of the FIPED (Financial Institutions for Private Enterprise Development) Executive Education Program at Harvard University, which focused on sustainable micro, small, and medium enterprise finance.