



## 13<sup>th</sup> INSME Annual Meeting

*“Improving Productivity in SMEs and Their Role in Global Value Chains”*

From the 15<sup>th</sup> to the 17<sup>th</sup> of May 2017  
Puerto Vallarta - State of Jalisco, Mexico

***Mr. Martin Godel***

**Head SME Policy**

**Federal Department of Economic Affairs, Education and Research EAER**

**State Secretariat for Economic Affairs - SECO**

**Promotion Activities Directorate**

**Switzerland**

Martin Godel is responsible for Switzerland's Small and Medium Size Enterprise Policy as Head of Division at the State Secretariat for Economic Affairs (SECO) since 2011. His responsibilities include the reduction of regulatory costs for SME's, eGovernment for SME's and SME Financing. He represents Switzerland in the OECD Committee on Industry, Innovation and Entrepreneurship (CIIE) and is a member of the Bureau. Since 2014, Martin Godel is deputy Head of the Promotion Activities Directorate in SECO including Regional Policy, Tourism Policy, Foreign Economic Promotion Policy and SME Policy.

He held various positions in the service of the Swiss Confederation, including the Swiss delegate for horizontal GATS-negotiations at the WTO during a part of the Doha Round. He was a member of the Swiss Delegation to the OECD Trade Committee. Godel worked for the Free Trade and Partnership Agreement between Japan and Switzerland as well as many other WTO and Free Trade Agreements. Subsequently, Godel assumed the responsibility as Head of the Swiss Business Hub Japan at the Embassy of Switzerland in Tokyo with the diplomatic rank of a Counsellor. His responsibilities included export and investment promotion supporting Swiss and Japanese companies in their strategic decision-making particularly in the field of business development.

Martin Godel graduated from the University of Geneva at the Graduate Institute of International and Development Studies and received his Master Degree of Law and Diplomacy at the Fletcher School administered by Tufts and Harvard University, Boston, Massachusetts.