



**WSIS
FORUM 2026**

**6-10 July 2026
Geneva, Switzerland**

Session Outcome Document

Promoting and enhancing cybersecurity among small and medium-sized enterprises for the sustainable development: trends and best practices

Kaspersky

July 7, 16:00–16:45

<https://www.itu.int/net4/wsis/forum/2026/Agenda/Session/206>

Key Issues discussed:

- Specifics and major trends of cybersecurity landscape for small and medium-sized enterprises (SMEs);
- Perspectives on the issue from the East Asia, Africa and Middle East;
- Specifics of cybersecurity for SMEs and its importance for national economies;
- Best practices of incentivizing SMEs to prioritize their cybersecurity;
- Importance of international cooperation in enhancing SMEs cyber resilience.

Key Outcomes of the session:

- The session enabled active interaction between public and private sector organisations at national and international, highlighting areas of involvement and contribution towards SME cyber resilience.
- Given the primary role of SMEs in national economies, the sessions highlighted the importance of preserving SMEs from cyberthreats by a combination of measures ranging from incentivization to imposition of regulatory controls, while ensuring access to appropriate training and affordable security solutions.
- Cybersecurity landscape for SMEs is rapidly evolving. While attacks through contractors (trusted relationship attacks), remain one of the top three methods used to breach corporate networks, AI-driven attacks are becoming increasingly common, making phishing and malware campaigns easier to prepare and quickly adapt, thus increasing their scale;

Key Recommendations and Forward-Looking Actions:

- All stakeholders (governments, international organizations, IT vendors) should strengthen their support of SMEs aimed at enhancing their cybersecurity. Such support should, among others, include providing cyber capacity building tailored for the specifics of small- and medium-sized businesses and facilitating access to cybersecurity solution that are adapted to this economic segment.
- Governments, industry and international organizations should work together to improve awareness, facilitate information sharing and promote secure digital transformation, to effectively support SME in the prevention, detection, response to and recovery from cyberthreats.