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## **Rajnish Goenka**

### **Chairman, MSME Development Forum**

National Convener, BJP Micro & Small Industry Cell-2014  
Member National Board, Ministry of MSME, Govt. Of India  
Independent Director – MMTC Limited  
Member Managing Committee FICCI-CMSME

### **INVITATION TO PARTICIPATE IN The 5<sup>th</sup> "INDIA INTERNATIONAL MSME & START-UP EXPO - 2018" & "SMALL INDUSTRIES TRADE FAIR- 2018"**

Your Excellency,

As Chairman of MSME Development Forum, I take this opportunity to invite you and your country to participate as '**PARTNER COUNTRY**' in the 5<sup>th</sup> '**INDIA INTERNATIONAL MSME & START-UP EXPO- 2018**' being held from June 22-24, 2018 at Pragati Maidan, New Delhi. It is being *powered* by DIPP & INVEST INDIA from Ministry of Commerce & Industry, Government of India with India Trade Promotion Organization(ITPO), a Government of India undertaking as the co-organizer; FICCI-CMSME as the *Industry Partner* and KPMG as *Knowledge Partner*.

#### **ABOUT THE FORUM**

MSME Development Forum, a professionally managed not for profit organization, having many eminent Corporate, Former Bureaucrats, Bankers, Professionals and Media Heads on its board is working with the mission and motivation of our **Prime Minister Sh. Narendra Modi** to provide much needed one stop unified global platform to trade, industry, MSMEs, STARTUPS, & Budding young entrepreneurs to connect, network, share knowledge/ information and to explore new business opportunities in either country.

Since its inception, MSME Development Forum has worked as a catalyst between the central/state government, business community and other stakeholders for policy making & successful implementation of government's new initiatives like Skill India, Make in India, Digital India, Startup India, Stand-Up India, Smart Cities etc., by organizing expos, trade fairs, summits, meets, conferences, seminars, road- shows and workshops. We presently have twelve Indian and nine International chapters in Dubai, Abu Dhabi, USA, Canada, Hong Kong, China, Sri Lanka, Australia and Switzerland & we are further expanding our presence in other important countries/States to promote the MSME Sector.

#### **ABOUT THE 5<sup>th</sup> INDIA INTERNATIONAL MSME START UP EXPO- 2018**

This is India's only INTERNATIONAL MSME & STARTUP EVENT held once in a year at Pragati Maidan, New Delhi which is duly supported by Union & State Governments, its allied departments, PSU'S, Banks in providing a global platform to the SMEs, STARTUPS and other trade & Industry stakeholders in either country, to meet & find mutual business opportunities, new markets, investments, technologies, innovations and to understand Indian Government's promotional schemes/policies in this stressed & highly competitive global economy. The world's focus is shifting from large corporates to startups & small/medium enterprises particularly in India.

#### **Our Mission**

- Spread Awareness about Government's New Initiatives, Schemes & Policies
- Providing much needed One stop Global Platform to promote bilateral Business
- Make India World's Manufacturing, Sourcing & Investment Hub.
- Make Entrepreneurial India

#### **Our Global Vision**

- Enabling global economic growth through MSMEs and STARTUPS Partnership.
- Connect global MSME's and Startups for mutual business promotion.

- Explore emerging markets and to create a strong platform for key decision makers, business leaders to address common issues and identify cross border partnership opportunities.
- To create a platform for various countries to showcase their business and technological strength to forge global partnership.
- Identify new investments, technologies, imports and export destination/opportunities.
- Facilitate knowhow, knowledge transfer and B2B/B2G meetings.

#### **Focus Sectors**

- Defence, Railway & Infrastructure
- Tourism
- Engineering, Auto & Electricals
- IT/ITeS, Telecommunication & Electronics
- Healthcare, Pharmaceuticals & Ayush
- Dairy, Agro & Food Processing,
- FMCG & Households
- Gems & Jewelry
- Textile, Handicrafts, and Handloom
- Real Estate and Construction
- Renewable Energy.

#### **The Exhibition and Summit in the Expo will contribute significantly to**

- Bringing various resources & information on a single platform that facilitate ease of doing business,
- Providing a unified platform to domestic & global MSMEs and Startups stakeholders to introduce, exhibit & propagate their products & services,
- Education & knowledge sharing about Government's new initiatives and policies regarding business opportunities and liberalized legal procedures for overseas companies.
- Connecting MSMEs & Startups across states with their Industry Leaders, Professionals, Industry Clusters, Associations and Influential people.
- Creating networking opportunities and organized B2B meetings with business delegation both at national and international level.
- On spot meetings with JV & FDI seekers, investors, innovators, exporters, consultants, importers, manufacturers, traders, Government officials, Banks, MSMEs, Corporates etc.
- PSUs -Vendor Registration Initiatives.

***We have invited our Hon'ble Prime Minister to inaugurate this mega event along with several Union Ministers and Secretaries of the Government of India.***

Like earlier years, it is likely to be graced with the presence/participation of more than fifteen Union & State Ministers / Ministries, such as, Finance, Defence, Railways, Commerce & Industry, MSME, IT & Electronics, Telecommunication, Heavy Industries, Science & Technology, Tourism, Civil Aviation, Textile, Road & Highways, Skill Development, Dairy Agriculture & Food Processing, Water Resources apart from presence of thousand of domestic & international business visitors/exhibitors/buyers/sellers, importers/exporters, MNCs, JV Seekers, Investors, Corporate Groups, Franchisers, SMEs, Start-ups, Innovators, Prospective Entrepreneurs, Government Departments/Officials, Policy Makers, PSUs, India Investment Boards, Export Promotion Councils, Service Support Providers, Banks, Experts, Consultants, Chambers of Commerce, Trade & Industry Associations, Business & Technical Universities/Institutes, Media etc.

#### **INDIAN MSMEs & STARUPS**

India is one of the fastest growing economies in the world with the largest pool of educated and technical young talent. The Indian Government has taken up series of measures to improve 'Ease of Doing Business in India' and has generated plenty of new business opportunities by initiating 'Make in India', 'Startup India', 'Digital India', 'Stand up India' '100 Smart Cities Projects and Road & Infrastructure Projects' etc. ***India's ranking in the World Bank's ease of doing business index showed a significant improvement driven by reforms in access to credit, power supplies and protection of minority investors. As per the latest report released, India has moved to 100th spot from 130th***

**position.** The international business community is attracted towards India because of its huge market potential, abundant natural resources and cost competitiveness in various sectors including talented human resource. Despite Economic slowdown experienced by major developed and developing countries, India has been growing at a consistent pace.

The sector contributes 8 % to the India GDP, 45 % of the manufactured output and 40 % of its exports, producing over eight thousand products ranging from grass- root village industry such as Handlooms & Handicrafts to sophisticated units producing traditional to Hi-tech Auto Components, Engineering Goods, IT and Electro Devices etc. MSME's are nurseries for the Entrepreneurship and Innovation.

Globalization and subsequent opening of various economies have created plenty of opportunities for SME's world over. SME's are the driving force behind a large number of innovations and contributions to the National Growth through employment generation, investments, manufacturing, and exports. Thus, the sector has been an important vehicle for attaining inclusive and sustainable growth in the country.

In order to make this trade partnership reach its full potential, I urge your Excellency to accept our invitation to be the **'PARTNER COUNTRY'** and our **'Guest of Honor' & 'Keynote Speaker'** in this mega event. And also to circulate India's growth story in your country to mobilize participation of exhibitors and delegates in the expo.

#### **PARTICIPATION FEES:**

(A) 'FOCUS COUNTRY' STATUS - Rs. 10 Lakhs/USD 15000 (Plus Taxes as applicable)

#### **DELIVERABLES:**

- One Exhibition Pavilion (100sq.Mtr).
- Special session on the bilateral business opportunities and investments focusing your country.
- Sharing the dais with Central Ministers in the International session as **'Guest of Honor'** and **'Key Note Speaker'**.
- Full Page ad. of your country in the event souvenir to be circulated in the Ministries, Government Depts., Embassies & Industry.
- Branding as **"PARTNER COUNTRY"** on brochures, backdrop and other marketing collaterals, T.V. and Newspaper Ads.
- Promotional Video in between the Summits. (to be provided by you)
- Special Country Promotional Brochures to all Exhibitors, Visitors & Delegates in DELEGATE Kits. (To be provided by you)
- Complimentary delegate invites to 10 guests from your embassy.

(B) For extra Booth for business Exhibitors: US \$150 per sq.mtr. (Minimum 9 Sq. Mtr) (Plus Taxes as applicable)

(C) Delegate Fee: US \$50 per Summit or US \$150 for three days. (Plus Taxes as applicable)  
For more information please Visit: [www.indiamsme.org](http://www.indiamsme.org)

We look forward to your confirmation of your participation at the earliest.

I would request a meeting with your Excellency and commercial Team at any convenient date to discuss and finalize the matrix.

With best regards,  
For MSME Development Forum

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Rajnish Goenka  
Chairman



## **Top 50 Reasons “Why to Partner with India”**

**The World’s Largest Growth Story**

**DISCOVER/TALENT/GROWTH/MARKET/OPPORTUNITY**

Many global companies are increasingly looking to Indian MSMEs for strategic partnership of mutual benefit due to the innovative capabilities in niche manufacturing, comparative advantages of advanced engineering, low cost manufacturing and overheads, ability to speedily absorb new technologies and local skills and capabilities that set these enterprises apart from other national and international players in the sector. But identifying suitable global markets, partners and emerging business opportunities can be challenging for MSMEs owing to factors such as information asymmetries, lack of scale economies, inadequate technical and managerial acumen etc.

Following are the reasons to partner with India and to promote & foster global SMEs partnership.

1. Largest Democratic Elections – India has over 814 million registered voters.
2. Fast Paced Growth - third largest economy in PPP terms.
3. Profitable Ventures - India is the most Preferred investment destination in the World.
4. A Dynamic Consumer Market - India Will be the World’s largest middle class consumer market by 2030.
5. In the Fast lane - India has emerged as a global automobile hub.
6. Young Nation - India is a young nation of 1.2 billion people with a median age of 25 years.
7. English as a Primary Language - India has the World’s second largest Pool of english speaking Professionals.
8. Expanding Skill Workforce - India Will be home to 25 Per cent of World’s skilled Workforce by 2025.
9. High Competency - India has the World’s second largest Pool of scientists and engineers working across the World.
10. Entrepreneurs Paradise - India is expected to create 2,500 highly scalable businesses by 2022 with total revenues of US\$ 200 billion.
11. Medals of Honours - India is home to 29 deming Prize Winners.
12. Nature’s Fine fibres - India is the largest Producer of jute in the World.
13. World’s Spice Bowl- India is the World’s largest Producer of spices.
14. World’s Largest Mango Producer - India accounts for about 50 Per cent of the World’s mango Production.
15. Tea in Great Demand - India is the World’s largest consumer and second largest Producer of tea.
16. Cookie King - India is the second largest manufacturer of biscuits in the World.
17. The Sweet Taste - India is the fastest growing market for chocolates.
18. A Shade Better - India is the only country that grows coffee under a Well defined two tier mixed shade canopy.
19. Railroad Connectivity - India has the largest rail network in asia and the World’s second largest under one management.
20. Building a Nation - India is expected to attract US\$ 1 trillion investment in infrastructure by 2017
21. A well Engineered Growth Story - India is a world pioneer in engineering research and development and design outsourcingg.



22. World Leader in Solar Heating - With 80 different applications, India is the world leader in concentrated solar heating.
23. Solar Steam Cooking System - The world's largest solar steam system is installed at Saibaba temple in Shirdi and serves 50,000 meals daily.
24. Leader in Green Energy - India ranks second on the solar attractiveness index, third on wind index and fourth on renewable index.
25. Power from thin Air - India is the world's third largest manufacturer of wind turbines.
26. In the Premier League - Globally India ranks amongst the top exporters of formulations in volume terms.
27. Inoculating the World - Indian vaccines are exported to 150 countries.
28. Rejuvenating Growth - India is the Fastest growing medical tourism destination.
29. Booming Tourism Market - India will be one of the fastest growing travel & tourism markets between 2013-23.
30. The Big Picture - The Indian film industry is the largest in the world.
31. Prominent Stock Exchange - BSE is the world's largest stock exchange with over 5000 listed companies. NSE is the world's third largest by transactions.
32. Rural Growth Story - India's total rural income is estimated to reach us\$ 1.8 trillion by 2020-21.
33. World's Lowest Cost Telephony - India offers the World's lowest mobile tariffs.
34. A Growing Base - India's mobile subscriber base will grow to 1.14 billion subscribers by 2020.
35. Connecting the Dots - India's internet industry is set to contribute up to us\$ 100 billion to the country's GDP and generate 22 million jobs by 2015.
36. Investing in the Future
  - a US\$ 20 cell Phone
  - a Portable fridge
  - a US\$ 2000 artificial heart
  - a US\$ 1500 Portable ECG machine
  - India is renowned for frugal engineering
37. Taking Science Beyond the Cloud - India is one of the six countries in the World to develop its own satellite launching technology.
38. Breakthrough Space Technology - 10 satellites launched in 1,000 seconds chandrayaan-1 mission to the moon mars Probe on track.
39. Eye in the Sky - Indian National Satellite (insat) system is the largest communication satellite system in the asia Pacific region.
40. Global R&D Hub - india is home to more than 1000 mnc r&d centres. over 50 Per cent of the fortune 500 companies to open r&d centres in india by 2015.
41. Banking on Biotech - the Indian biotech industry is expected to become a USD 100 billion industry by 2025.
42. Bicycles on Demand -India is the second largest manufacturer of bicycles in the World.
43. Farming with Excellence - India is the World's largest market for tractors.
44. Storing the World's Data - India is the World's third largest manufacturer of optical media.
45. Manufacturing the Future - India Will be the second largest economy in manufacturing by 2017.
46. Booming Luxury Market - India's luxury market is expected to reach US \$ 14 billion by 2016 from an estimated us\$ 8.5 billion in 2013.
47. The Art of Glitter - 11 out of 12 of all the World's diamonds are cut and Polished in India.
48. Vortex for Gold - Indian households own more than US\$ 1 trillion worth of gold.
49. Booming Textile Industry - India is home to the second largest textile industry. It is the second largest exporter of home textiles and furnishing materials in the World.
50. Setting a Textile Benchmark- India is the first country to introduce national standards for organic textiles.

