



Confederation of Indian Industry

The background is a vibrant collage of overlapping geometric shapes in various colors including green, orange, pink, purple, and brown. A large white circle with a colorful border is positioned on the left side, containing the event title.

GLOBAL SME  
BUSINESS SUMMIT  
2019

**COMPETITIVENESS  
OF ENTERPRISES**

**INNOVATION  
GROWTH  
PARTNERSHIPS**

24-25 September 2019, The Lalit, New Delhi



63.4 million SMEs  
across the country



Generate employment  
for 120 million people



Contribute  
8% of the GDP



Account for  
40% of the Exports

Micro, Small and Medium Enterprises (MSMEs) play a vital role in the growth of India's economy. MSMEs are the very fuel that will drive the growth engine of the Indian economy.

The expansion of the world economy while brought about inclusiveness in the global trade paradigm, also induced competitiveness and the need for innovation to trade on par with global counterparts. The expanding variety of products has culminated into rising expectations and demands of consumers.

With shorter shelf-life of products and newer versions of a single product emerging every fortnight, the need for innovation has become a pre-requisite for any and every trade including the MSMEs. Today, Innovation has become a vital necessity for the MSMEs which aim to cater to the global consumers, regardless of sectoral focus.

# 16th Global SME Business Summit 2019

The 16th edition of the Summit will aim towards boosting competitiveness of MSMEs through adoption of innovation and promoting their growth through building sustainable and significant global partnerships

- GLOBAL AUDIENCE
- THOUGHT LEADERS
- INTERNATIONAL SME STAKEHOLDERS
- KNOWLEDGE SESSIONS
- BUSINESS FACILITATION
- B2B MEETINGS
- RECOGNITION; TRADE & ENGAGEMENT
- WORKSHOPS ON TRADE THROUGH E-COMMERCE

## DAY 1

### Competitiveness of Enterprises: Innovation | Growth | Partnerships

Re-inventing business models-  
towards  
adapting global  
changes

Adapting  
innovation

Frugal innovations  
- promoting  
indigenous  
innovation

Significance of  
ICT in boosting  
the culture  
of innovation

Standardization

Trade Policies  
and Agreements

Importance of  
patents and IPR

Promoting  
start-ups  
to innovate

Impact investing-  
applying innovation in  
the finance sphere

## DAY 2

- Workshops on Trade through E-Commerce | Digitization
- Country Sessions
- Regional Sessions
- B2B Meetings

## Key Takeaways



### For MSMEs

- ▶ Business Connect with International Buyers, exporters- importers, etc.
- ▶ Know-how on entry strategies, policies, FTAs, opportunities in various countries and sectors
- ▶ Handholding through workshops by Trade Experts from Industry and Government
- ▶ Competitiveness knowledge for exporting on standardization, quality, export financing, etc.



### For International Participants

- ▶ Dedicated slots for Country and Regional Sessions focusing on bilateral trade: opportunities, prevalent sectors, etc.
- ▶ Creating opportunities and closing business deals through B2B with Select Indian MSMEs
- ▶ Meetings and discussions with key officials from Government of India and Industry



### For Partners

- ▶ Reachout to 400+ MSMEs from India and globe with your services and products
- ▶ Brand yourself amongst the key stakeholders in the area of International Trade, Export-Import and others

# Previous Editions

CII, in partnership with the Ministry of MSME, every year organises the Global SME Summit in New Delhi, India with the objective to promote and foster global SME partnerships for sustained growth and equitable development.

100+ Global speakers

Participation of 15+ Countries

500+ Delegates

1000+ Meetings

Regional & Country Sessions

Participation of Central & State Governments



There is a need for information sharing and bridge building between countries and sharing the best practices in the areas of credit availability, quality and creating an ecosystem for MSMEs by aligning 'Process, Prices, People' (PPP) to make process more efficient, and prices more competitive

**Dr. Arun Kumar Panda**

Secretary, Ministry of MSME, Government of India



SMEs are particularly significant for emerging markets such as India and UAE. This Summit is an important platform for drawing on respective strengths to boost mutual economic growth

**His Excellency Mr Abdulla Al Saleh**

Undersecretary-Foreign Trade & Industry, Ministry of Economy, UAE



The Egyptian government envisions a tremendous potential of SME partnerships with India. The Summit has provided us with a great platform to explore synergies.

**Eng. Ahmed Samir**

Head of the Industry Committee and Member of the Egyptian Parliament



The Global SME Business Summit is a great platform to boost global SME connect which is one of the key objectives of CII

**Dr. Naushad Forbes**

Past President, CII



MSME Department | Confederation of Indian Industry (CII)

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