



Confederation of Indian Industry



सत्यमेव जयते
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



Centre of Excellence
for Competitiveness for SMEs



Competitiveness of Enterprises: Innovation | Growth | Partnerships
24 – 25 September 2019, New Delhi

Programme

Day 1 – Tuesday, 24 September 2019

0830 – 0945 hrs Registration/Networking Tea (PTG Area)

0945 – 1000 hrs To be seated

1000 – 1045 hrs Panel Discussion I: Leapfrogging growth through Global Value Chain

In the era of globalization, it is not an individual enterprise but a collective industry value chain that is going to integrate itself in the international market. If India must leapfrog and accelerate its growth in the coming years, it is important for Indian enterprises to realize their comparative advantage and decide on a strategic pathway to integrate into both the global and as well as regional value chains. Such integration can not only help increase India's GDP but also provide jobs to a large section of population.

(Moderator)

Mr Sunil Kant Munjal

Past President, CII &
Chairman, Hero Enterprise

Mr Amitabh Kant

CEO, NITI Aayog
Government of India

Dr Arun Kumar Panda

Secretary, Ministry of MSME
Government of India

Mr Rajesh Aggarwal

Chief, Trade Facilitation & Policy for Business
International Trade Centre, Geneva

Mr Arun Maira

Former Member
Planning Commission

Interaction

Summing Up by the Moderator

1045 – 1100 hrs Change over

1100 – 1200 hrs	Inaugural Session	
1100 – 1105 hrs	<i>Videos on MSME Competitiveness</i>	
1105 – 1110 hrs	Welcome Remarks	Mr Shreekant Somany Chairman CII National MSME Council
1110 – 1120 hrs	Address	Mr Chandrajit Banerjee Director General Confederation of Indian Industry (CII)
1120 – 1130 hrs	Keynote Address	Dr Arun Kumar Panda Secretary, Ministry of MSME Government of India
1130 – 1135 hrs	Release of Summit Theme Paper: ‘Making Indian MSMEs Globally Competitive’	
1135 – 1155 hrs	Inaugural Address by the Chief Guest	Shri Nitin Gadkari Hon’ble Minister for MSMEs and Road Transport & Highways Government of India
1155 – 1200 hrs	Closing Remarks	Ms Alka Arora Joint Secretary, Ministry of MSME Government of India

1200 – 1300 hrs	Panel Discussion 2: Can MSMEs contribute 50% to India’s GDP? The Way Forward	
	<p>Currently, a \$2.6 trillion economy, India has a target of becoming a fast moving \$5 trillion economy in the next 5 years. To achieve this goal, the MSME sector in India which contributes to around 29% of the GDP must expand and contribute to over 50% of the GDP. The country can achieve this target once both the government and the private sector player work hand in hand to encourage larger FDI investment and encourage trade from both the manufacturing and services sector MSMEs.</p>	
	<i>(Moderator)</i>	
	Mr Elias George Chairman - Infrastructure, Government & Healthcare KPMG India	Mr Rajesh Aggarwal Chief, Trade Facilitation & Policy for Business International Trade Centre, Geneva
	Mr Ram Mohan Mishra Additional Secretary & Development Commissioner, Ministry of MSME Government of India	Mr Shreekant Somany Chairman CII National MSME Council
	Interaction	
	Summing Up by the Moderator	

1300 – 1400 hrs Networking Lunch (*PTG Area*)

1400 – 1500 hrs	Parallel Session 1A: Country Session with South Korea (<i>Crystal Ballroom</i>)	
1400 – 1405 hrs	Opening Remarks	Mr Ashok Saigal Co-Chairman, CII National MSME Council and Managing Director, Frontier Technologies Pvt Ltd.
1405 – 1415 hrs	Establish a Korea SME & Startup Complex – Case Study	Member of the Korean delegation
1415 – 1422 hrs	Innovation and R&D: Promising area of Collaboration between Indian and Korean SMES	Ms Ratika Jain CEO Global Innovation and Technology Alliance (GITA)
1422 – 1432 hrs	Address	Mr Jung Deok-Min Hony. Consul General of India Executive Director, Indian Cultural Centre Busan and Special Representative for Andhra Pradesh
1432 – 1440 hrs	Interaction	
1440 – 1448 hrs	Signing of MoU between CII and MII, Busan	
1448 – 1455 hrs	Distribution of Appreciation Letters	
1455 – 1500 hrs	Vote of Thanks	Mr Ashok Saigal
1400 – 1500 hrs	Parallel Session 1B: Country Session with Saudi Arabia (<i>Regency I hall</i>)	
	<p><i>Saudi Arabia is the 15th largest market in the world for Indian exports and is destination to 1.85% (2017-18) of India's global exports. On the other hand, Saudi Arabia is the 3rd largest source (4.74% in 2017-18) of India's global imports. For Saudi Arabia, as per 2017 data, India is the 4th largest market for its exports, accounting for 8.88% of its global exports. In terms of imports by Saudi Arabia, India ranks 7th and is source of around 4.13 % of Saudi Arabia's total imports. The exports have increased by 2.79% to USD 5. 56 billion, while the imports increased by 29 % to USD 28.47 billion.</i></p> <p><i>Major Indian exports to Saudi Arabia include mineral fuels, oils and products thereof, agricultural products, electric machines and equipment, iron and steel, organic chemicals, spacecraft parts, articles of apparel and clothing accessories etc. India's major imports include mineral fuels, mineral oils and its products, organic and inorganic chemicals, plastic and its products, fertilizers etc.</i></p> <p><i>This session will envisage towards discussing on potential opportunities for SMEs in both countries and addressing the challenges faced by SMEs in connecting with the counterparts of either country.</i></p>	
1400 – 1405 hrs	Remarks	Mr Anil Saboo Member, CII National MSME Council & Chairman & Managing Director Elektrolites (Power) Pvt Ltd
1405 - 1410 hrs	Address	Mr Kamel Al Munajjed Chairman Saudi - India Business Council & Council of Saudi

		Chambers of Commerce and Industry
1410 – 1425 hrs	Presentation	Mr Abdulrahman Al Anbar Head- Projects Priority Office Government Administration Riyadh
1425 – 1440 hrs	Presentation	Dr Emad Abdulaziz El Dukair Board Director InterHealth Canada Limited
	Interaction	
1455 – 1500 hrs	Vote of Thanks	Mr Anil Saboo
1500 - 1545 hrs	Panel Discussion 3: Shaping up MSME Ecosystem through Technology, Innovation, FinTech & Entrepreneurship development	
	For MSMEs to become internationally competitive, innovative, and resilient, they must build on the advantages they already possess. Focus ought to be given on new age digital technologies, knowledge and skill acquisition, innovation, and wealth creation. These are likely to be necessary attributes for MSME participation in regional and global production networks and embracing change for business ecosystem 4.0.	
	<i>(Moderator)</i>	
	Mr Adrian Mutton Founder & CEO Sannam S4, USA	Mr Rajan Pental Senior Group President and Group Head of Branch and Retail Banking Yes Bank
		Ms Roshni Das Marketing Director Intel India
	Mr Ajay Sehgal Sr Vice President & Head- SME & SOHO Vodafone Idea Ltd	Mr Dinkar Adlakha Director & GM Dell Technologies India
	Interaction	
	Summing Up by the Moderator	
1545 – 1630 hrs	Session 2 on Dubai – Haven for India’s SME Trade <i>Theme: Dubai-India’s Gateway to the World</i>	
	<i>India is also the third-largest investor in UAE. Following the emergence of UAE as a major re-export centre, Indian companies have emerged as important investors in the free trade zones. India- UAE trade reached about US\$ 52 billion in the year 2016-17 making it the largest trading partner of UAE. UAE also is the third-largest export destination of India after US and China. The total exports to the country stood at a whopping US\$ 28,146.12 million contributing to 9.27% of the total exports of India.</i>	
	<i>Both countries in the past agreed to pursue opportunities for MSME sector in the health care industry, including in pharmaceuticals and biotechnology sectors and resolved to urge their private sectors to explore early participation in these areas. The export of agriculture produces, meat, marine products are highest to UAE. Such industries are primarily dominated by MSMEs. While the micro and smaller enterprises in these sectors may not be able to contribute to exports directly, they definitely form the core of the value chain.</i>	

In this context, the session will envisage towards discussing on potential opportunities for SMEs.

1550 – 1555 hrs	Opening Remarks	Mr Tabrez Ahmed Group Director Dell Technologies India
1555 – 1557 hrs	Context Setting Video	
1557 – 1617 hrs	Presentation by	Mr Raveen Guliani Head – Business Intelligence and Lead – The India-UAE Bridge DP World UAE Region & Mr Abdulla Bin Damithan Chief Commercial Officer DP World UAE Region
1617 – 1627 hrs	Interaction	
1627 – 1630 hrs	Summing up	Mr Tabrez Ahmed Group Director Dell Technologies India

1630 – 1715 hrs	Panel Discussion 4: GVC integration of MSMEs in Defence & Aerospace Sector		
	<p>Indian Defence and Aerospace Sector is dominated by Defence Public Sector Undertakings (DPSUs) and Ordnance Factories. Ministry of Defence, Government of India has mandated DPSUs and Ordnance Factories to increase their volume of outsourcing from Indian private industries up to 25% of their turnover and expand their vendor base. Defence Procurement Procedure (DPP) 2016, under which Ministry of Defence processes its capital acquisition schemes has been fully aligned to “Make in India” policies.</p> <p>Under DPP 2016, preference is given to indigenously designed, developed and manufactured (IDDM) products and if such indigenous products is not available, preference is given to Indian Vendors who may be able to manufacture such products in India - on their own through indigenous development or in collaboration with foreign OEMs by forming Joint Ventures.</p> <p>In light of such policy initiatives of Government of India, many Indian private industries have already set up Joint Ventures. All such Indian private industries would also need to access the <i>defence manufacturing eco-system</i> in India to source all variety of materials, parts, components and sub-assemblies to build systems and platforms. Therefore, the Government and Indian MSMEs need to work together to be able to meet this demand.</p>		
	<i>Moderator</i>		
	<p>Mr Deep Kapuria Chairman, CII Central Europe Committee and CMD The Hi-Tech Group</p>	<p>Ms Alka Arora Joint Secretary (SME) Ministry of MSME</p>	<p>Mr. Vivek Virmani Planning Officer Ministry of Defence Production</p>
	<p>Mr Sachin Agarwal Chairman & Managing Director PTC Industries</p>	<p>Mr Sridhara Ramachandran Vice President & General Manager, Aerospace Products Group Indo-MIM Pvt. Ltd.</p>	<p>Col Ratan Shrivastava Aerospace, Defence & Space Consulting & Advisory</p>

Abhishek Verma
Partner & Lead – Defence Sector
KPMG Advisory Services Pvt. Ltd.

Interaction

Summing Up by the Moderator

1715 – 1730 hrs Session changeover

1730 – 1830 hrs Session 3: Recognitions – WWF ‘Climate Solvers’ Awards

1730 – 1740 hrs	Welcome Remarks	Mr Ravi Singh Secretary General & CEO WWF India
1740 – 1745 hrs	Climate Solver Background	Dr T S Panwar Director WWF India
1745 – 1755 hrs	Remarks	Climate Solver Jury
1755 – 1810 hrs	Climate Solver Award Distribution by the Chief Guest	Mr Ram Mohan Mishra Additional Secretary & Development Commissioner Ministry of MSME Government of India Ms Alka Arora Joint Secretary (SME) Ministry of MSME Government of India
	Screening of the Climate Solver films	
1810 – 1820 hrs	Address	Mr Ram Mohan Mishra
1820 – 1825 hrs	Experience sharing by previous years’ Climate Solver Winner	
1825 – 1830 hrs	Vote of Thanks	WWF India

End of Day 1

Day 2 – Wednesday, 25 September 2019

0900 – 1115 hrs	B2B Meetings (PTG Area)
-----------------	-----------------------------------

1100 – 1115 hrs **Change Over**

1115 – 1215 hrs	Parallel Panel Discussion 5A – Country Session with France (<i>Crystal ballroom II</i>)
	<p>India and France enjoy an exceptionally warm relationship, which is the fruit of deep affinities and the unwavering trust between the two countries since the independence of India. An intense cooperation between our two countries has developed in areas as sensitive as defence, security and energy since the launch of the Strategic Partnership in 1998. Total bilateral trade in goods between France and India stood at \$11.9 billion in 2018-19, registering a 4.2% increase in total bilateral trade over 2017-18. In the same period, India's exports to France were valued at \$5.2 billion whereas French exports to India totalled \$ 6.7 billion.</p> <p>Bilateral trade has increased significantly over the past fifteen years. More than the volume of bilateral trade, the dynamism of Indo-French economic relations springs from the establishment of French companies in India. Today, more than 550 French subsidiaries from a wide spectrum of sectors are present in India and employ a workforce of around 3,00,000 persons. The total French investment stock in India rose to 5.75 billion euros by the end of 2016. This figure rose swiftly over the past few years, having doubled since 2013 and almost quadrupled since the financial crisis.</p> <p>This session will envisage towards the opportunities for Indian companies in France.</p>
	<p>Moderated by</p> <p>Ms Rishika Roy Head - Committees & Events (North) Indo-French Chamber of Commerce & Industry (IFCCI)</p>
	<p>Panelists</p>
	<p>Mr Manu Bishnoi Director JLTM Energy India Pvt. Ltd. (Technique Solaire, India)</p>
	<p>Mr Olivier Monange Lawyer Partner Asia, DS AVOCATS</p>
	<p>Ms Audrey Lucbernet Head of Invest in France Department Business France</p>
	<p>Ms Sophie Clavelier Head - South Asia Business France</p>
	<p>Interaction</p>
	<p>Summing up</p> <p>Mr Kavi Arora Convenor – Finance Core Group CII National MSME Council & Chief Executive Officer Hero Housing Finance Ltd</p>

1115 – 1215 hrs	Parallel Session 4B– Masterclass Country Session with USA (<i>Crystal ballroom I</i>)	
	Opening Remarks	Mr Shreekant Somany Chairman CII National MSME Council
	Doing Business with USA	Mr Adrian Mutton Founder & CEO Sannam S4, USA
	Special Remarks	Ms Aileen Nandi Minister Counselor, Commercial Affairs U.S. Commercial Service
	Interaction	
	Summing Up	Mr Adrian Mutton

1215 – 1220 hrs Session Changeover

1220 – 1315 hrs	Parallel Panel Discussion 6A: MSMEs in Food & Food Processing Industries (FPI) (<i>Crystal ballroom II</i>)	
	<p>There is a tremendous need to establish global linkages and facilitate foreign investment in India's USD 915 billion farm-to-fork ecosystem. With a diverse palate of taste and geographical advantage of growing multiple varieties of food items, India stands at a vantage point to cater to the global demands. Apart from global demand, the importance of India's Food Processing industry is also evident from the large-scale domestic demand. MSMEs constitute an important part of the food processing industry where almost 85 percent of the processed food are sourced from the MSMEs. The immense potential in the sector has been embraced by the Government through focusing on avenues to increase private investments and opportunities in the sector. The country is amongst the largest producers and consumers of food in the world, opening huge opportunities for specific post-harvest management technology suppliers, cold chain infrastructure and refrigerated transport players to process food produce and for retail chains.</p> <p>In this context, the session will envisage towards apprising the participants on promotion of innovative approaches towards sustainable production and increased productivity, value chain development, supply chain management and finally integrating into the global value chains.</p>	
	<i>(moderator)</i>	
	Mr Nitin Atroley Office Managing Partner KPMG Advisory Services Pvt. Ltd.	Mr Gokul Patnaik Chairman Global AgriSystem Pvt Ltd
	Mr Akshay Bector Managing Director Cremica Foods Ltd	Mr Atul Mehra Chairman Tasty Dairy Specialities Ltd
	Interaction	
	Summing up by the Moderator	
1220 – 1315 hrs	Parallel Panel Discussion 6B on Textile 4.0 – Opportunities for Indian Textile & Apparel Industry (<i>Crystal ballroom I</i>)	
	India's textiles and apparel market is estimated to be approx. US\$ 137 bn. Including US\$ 37 bn.	

of exports. It is one of the oldest industries in India, currently contributing 7% of India's industrial output, 2% to India's GDP and close to 15% to the country's export earnings. It is a labour intensive industry, with the potential to absorb the burgeoning workforce, especially females. Industry estimates indicate that the value of the textiles industry would double to reach 230 USD by 2020. Acknowledgement of this is the inclusion of this sector as one of the focus areas in the government's Make in India-2.0 drive.

However, the sector has been facing numerous issues due to global demand slowdown, credit crunch etc. Being Tier II suppliers with low credit worthiness, these textile and apparel SMEs have seen major capacity underutilization and erosion of profitability. It is now required that SMEs which form the backbone of the Indian textile and apparel sector are provided with right policy support and handheld to wade through the current scenario. To enable this, the sector needs to be supported throughout its fragmented value chain as it has a high potential to push the manufacturing sector into a double-digit growth segment.

Panellists in this session will discuss the steps that Indian SMEs must take to become competitive globally and the policy direction required to help them achieve it.

(moderator)

Mr Manu Kapur
President & CEO
GHCL

Mr Nihar Ranjan Das
Joint Secretary
Ministry of Textile

Mr Prashant Agarwal
Joint Managing Director
Wazir Advisors

Mr Satish S
General Manager – ISCM Taneira
Titan Company Ltd

Interaction

Summing up by the Moderator

1315 – 1400 hrs

Networking Lunch

1400 – 1445 hrs

Parallel Panel Discussion 7A on International Trade *(Crystal ballroom I)*

BIMSTEC or The Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation, brings together Bangladesh, Bhutan, India, Myanmar, Nepal, Sri Lanka and Thailand for cooperation in trade, industry and sectors of mutual interest. The BIMSTEC region is home to around 22% of the global population with a combined gross domestic product (GDP) of over 3 trillion economy. SMEs in BIMSTEC are major employers. Proactive approach has to be taken to address SMEs challenges which includes access to cheap funds, skilled labour force, tax relaxation, necessary subsidies.

Africa has an estimated population of more than 1.3 billion people that's growing at over 2 percent annually in most countries, with more than 50 percent of the people in many countries below the age of 25. This population has a growing need for the services, jobs and economic growth provided by locally based SMEs, yet these enterprises face an array of challenges that far outstretch those of their counterparts in developed countries.

It is estimated that the continent's formal SME sector has an annual financing gap of over US \$136 billion, according to International Finance Corporation. SMEs account for 90 percent of all businesses in Africa. These numbers show that the investment potential of the African countries can and will only be unlocked by financing the SME sector, which is one of the major challenge. This reality is underpinned by the fact that Africa's population is predicted to double in just over 25 years, creating unprecedented market potential.

This session aims to explore partnership with Government of India and Indian private sector in

capacity building at enterprise level, skills they need to become better suppliers, distributors, clients, enhance SME competitiveness. Quality infrastructure, physical and digital for firms to meet international standards and become certified among others.

1400 – 1405 hrs

Moderated by

Mr Nilaya Varma
Partner and Leader
Markets Enablement
KPMG Advisory Services Pvt. Ltd

1405 – 1415 hrs

Special Address

Ms Alka Arora
Joint Secretary
Ministry of MSME
Government of India

Panelists

Mr Tandin Wangchuk
Chairman, BCCI
Bhutan

Ms Samira Patel
General Secretary
Mozambique Chamber of Commerce

Interaction

Summing Up

Mr Ashok Saigal
Co-Chairman, CII National MSME Council &
Managing Director
Frontier Technologies Pvt Ltd.

1445 – 1545 hrs

Panel Discussion 8 on Market Access and Exports

The MSME sector contributes to 6.11 percent of the manufacturing GDP, 24.63 percent of the services, 33.4 percent of India's manufacturing output and 34 percent of the total exports across diverse range of commodities. With its smaller size, the sector is suitable to adapt to market change and its compact structure allows it to have better control the ecosystem as well as cater a personal touch to issues hindering trade.

Despite single-digit growth, India's exports hit a new high of \$331 billion in the FY 2018-19. However, the MSMEs are often faced with challenges that restrict their entry into the market due to lack of awareness on standards, regulations, market propensity to trade, and the documentation processes etc. It is therefore important that they know the newer opportunities of trade in emerging markets, understand the know-how of exporting their products and services, increase their visibility in the global market, tools & platforms to use and eventually become globally competitive.

Panelists in this session will discuss the steps that Indian SMEs must take to become competitive globally and the policy direction required to help them achieve it.

(Moderator)

Mr Mahesh Desai
Co-Chair, CII National MSME Council &
Managing Director
Meira & Ceiko Ltd.

Mr Mukul Sarkar
Chief General Manager
Exports Group
EXIM Bank of India

Dr Alka Kaul
Director
Horizon Industrial Products Pvt Ltd.

Ms Shrishti Dhyani
Head - Distribution Business (India &
SAARC)
Poly India

Mr. Shivaji Narvekar
General manager
National Marketing Division
ECGC

Mr Ramendra Verma
Partner, Infrastructure, Government and
Healthcare (IGH)
Head of Government Advisory
KPMG Advisory Services Pvt. Ltd.

Interaction

Summing Up by the Moderator

Close
