



INDIA – USA SME BUSINESS COUNCIL

Integrating SMEs for Better Growth

Initiated by



**SMALL & MEDIUM BUSINESS
DEVELOPMENT CHAMBER OF INDIA**



**INDIA INTERNATIONAL TRADE CENTRE
(IITC-INDIA)**

Partners



**MAHARASHTRA INDUSTRIAL AND
ECONOMIC DEVELOPMENT ASSOCIATION**



**SME EXPORT
PROMOTION COUNCIL**



**FEDERATION OF
INDIAN YOUNG ENTREPRENEURS**



**NATIONAL US INDIA
CHAMBER OF COMMERCE**



**SME BUSINESS
MANAGEMENT INSTITUTE**



**SME TECHNOLOGY
DEVELOPMENT COUNCIL**

ABOUT THE COUNCIL

“**INDIA - USA SME BUSINESS COUNCIL**” will act as a bridge to exchange information on business, import, export, joint ventures, technology transfers, contract manufacturing tie up and other business opportunities in various sectors as well as investment promotion in both the countries.

The Council is jointly initiated by Small and Medium Business Development Chamber of India (SME Chamber of India) and India International Trade Centre (IITC-INDIA) and Supported by Maharashtra Industrial and Economic Development Association (MIEDA), SME Export Promotion Council, Packaging Industry Association of India (PIAI) and SME Business Management Institute to accomplish the desired objectives.

This will also be useful for identifying business partners, collaborations, alliances, setting up industrial units, display products and services and other related business activities as well as to take up issues to concerned authorities.

The Council will put efforts to take full advantage of Economic Cooperation Agreement between the two countries and organise various activities to educate and create a conducive business atmosphere amongst the SME Sector for better business growth and investment promotion.

ASSISTANCE & SUPPORT SERVICES FOR INDIAN AND USA SMEs

- Identify emerging business opportunities
- Identify business partners, manufacturers, buyers, importers and service providers
- Information on import / export opportunities
- Bank Finance, Investment, Venture Capital and Private Equity
- Technology Transfer, Joint Ventures, Collaborations and Alliances
- Contract Manufacturing Tie-ups
- Marketing, promotion and distributorship
- Appointment of buying and selling agents
- Sourcing of quality raw materials and finished products
- Liaison with Central and provincial government authorities in all matters concerning SMEs
- Introduce and launch latest products & services
- Set up manufacturing or service sector units
- Project Reports and Business Plans
- Information on Trade Enquiries, Industrial Cooperation, Technical Information
- Market Development, Survey and Research on various products and services

OBJECTIVES OF THE COUNCIL

Integration and Connectivity

Empowerment for better growth

Identify business opportunities

Enhance Investment opportunities

Exchange of Business and Cultural Values

ACTIVITIES OF THE COUNCIL

- Organise trade promotional activities in India and USA
- Arrange trade missions and delegations
- Organise Conferences, Exhibitions, B2B, B2C, Seminars
- Organise Buyer-Seller Meets and Business Matchmaking
- Project or Industry Visit
- Organise Training Programs to educate on Market, Taxation and Business opportunities
- Disseminate information on newly launched Products, High Tech Products and Latest Technologies
- Undertake Market Survey & Research
- Group Marketing, Advertising & Publicity
- Encourage local and National Government Agencies and Officials for the promotion of SMEs
- Organise Annual Activities like SME Partnership Summit, SME Investment Summit & SME Technology and Innovation Summit, SME Product Expo in each country regularly
- Organise exchange programs - Young Entrepreneurs, Cultural, Sports and Education
- Interaction with visiting Trade Missions and Delegations
- Interaction with Young Entrepreneurs & SMEs with visiting President, Prime Minister, Ministers, top level businessmen and bureaucrats in both the countries
- To take up Issues and Matters Related to International Trade, Shipping, Regulations, Financial And Industrial Sectors with the local and National Government Departments
- Set up display centres for Products & Services in both the countries
- Support and Assistance to Embassy, Organisations, Chambers of Commerce and Government agencies

ABOUT THE CHAMBER

SMALL & MEDIUM BUSINESS DEVELOPMENT CHAMBER OF INDIA (SME CHAMBER OF INDIA)

puts efforts for the development and growth of SMEs by organising various activities to accomplish its objectives. The Chamber provides information and guidance to new and existing entrepreneurs in effectively managing and growing their business.

The Chamber has developed key strategies to promote and support the SME sector. The Chamber also encourages SMEs to adopt innovative ideas and concepts for the promotion of their businesses. The Chamber organises many Seminars, Conferences, Workshops and Training Programs and other trade promotional activities to educate and create awareness amongst the SMEs.

OBJECTIVES

- ⇒ Integration of SMEs
- ⇒ Capacity Building
- ⇒ Networking & Connectivity
- ⇒ Strategic Partnership
- ⇒ International Alliances
- ⇒ Training and Education
- ⇒ Entrepreneurship Development
- ⇒ Empowerment of Youth
- ⇒ Awards and Recognition

ACTIVITIES

- ⇒ Trade Promotion Events
- ⇒ Finance and Investment
- ⇒ Business Collaborations
- ⇒ Technology Upgradation
- ⇒ Marketing and Promotion
- ⇒ Knowledge Transmission
- ⇒ Interaction with Governments
- ⇒ Delegations and Study Tours
- ⇒ Research and Survey
- ⇒ Exhibition Services
- ⇒ Restructuring of businesses
- ⇒ Redressal of issues & problems

CHANDRAKANT SALUNKHE

Founder & President - Small & Medium Business Development Chamber of India
Chairman - India - USA SME Business Council

For More Information Please Contact

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