

# INDIA – NETHERLANDS SME BUSINESS COUNCIL

Connecting SMEs for Better Business Growth

Initiated by



SMALL & MEDIUM BUSINESS  
DEVELOPMENT CHAMBER OF INDIA



INDIA INTERNATIONAL TRADE CENTRE  
(Investment & Trade Promotion Organisation)

Principal Partner



The Netherlands India  
Chamber of Commerce & Trade

Partners



START - UPS  
COUNCIL OF INDIA



MAHARASHTRA INDUSTRIAL AND  
ECONOMIC DEVELOPMENT ASSOCIATION



SME EXPORT  
PROMOTION COUNCIL



SME BUSINESS  
MANAGEMENT INSTITUTE



## ABOUT THE COUNCIL

“**INDIA - NETHERLANDS 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 NETHERLANDS 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 Netherlands
- 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 Entrepreneurs
- ⇒ Business and Export Growth
- ⇒ Empowerment of Entrepreneurs
- ⇒ Government Policies Implementation
- ⇒ Protect Business interest of SMEs & Industry
- ⇒ Advanced Technology
- ⇒ Entrepreneurship Development
- ⇒ Awards and Recognition

## **ACTIVITIES**

- ⇒ Trade Promotional Programs
- ⇒ Connectivity with MNCs and Government
- ⇒ Interaction with Bankers and Government Officials
- ⇒ International Conferences, Seminars & Roundtables
- ⇒ Business Excellence Awards
- ⇒ Channelise Finance and Investment
- ⇒ Strategic Business Alliances
- ⇒ Marketing and Promotion
- ⇒ Knowledge Transmission
- ⇒ Awareness Programs
- ⇒ Interaction with Governments
- ⇒ Delegations and Study Tours
- ⇒ Research and Survey
- ⇒ Exhibition Services
- ⇒ Restructuring and Revival of stressed SMEs
- ⇒ Redressal of issues & problems

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### **CHANDRAKANT SALUNKHE**

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

For More Information Please Contact

## **INDIA - NETHERLANDS SME BUSINESS COUNCIL**

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