



INDIA – NETHERLANDS SME BUSINESS COUNCIL

Connecting SMEs for Better Business Growth

Initiated by



SME CHAMBER OF INDIA

Empowering SMEs for Global Competitiveness

Initiated by



**FEDERATION
OF INDIAN SME ASSOCIATIONS**

Initiated by



**SME EXPORT
PROMOTION COUNCIL**

Principal Partner



**The Netherlands India
Chamber of Commerce & Trade**

Supported by



INDIA INTERNATIONAL TRADE CENTRE
(Investment & Trade Promotion Organisation)

Supported by



**MAHARASHTRA INDUSTRIAL AND
ECONOMIC DEVELOPMENT ASSOCIATION**

Supported by



SME BUSINESS FORUM
Dynamic Business
Networking Platform of India

Supported by



Supported by



**START - UPS
COUNCIL OF INDIA**

Supported by



**SME BUSINESS
MANAGEMENT INSTITUTE**

Supported by



SME IMPORTERS ASSOCIATION OF INDIA

Supported by



**SME TECHNOLOGY
DEVELOPMENT CENTRE**

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

SME Chamber of India, a premier national Chamber has been working for the development of SMEs from manufacturing, service sectors and allied industrial / business sectors for the last 27 years. The Chamber integrates SMEs, large corporates, MNCs, banks, investors, policy makers, Young & Women entrepreneurs and Start-Ups to establish and enhance contacts for better business growth and expansion.

The Chamber has been on a forefront for policy implementation, policy change and encouraging SMEs to avail various incentives, government schemes as well as business and investment opportunities in the era of Make-In-India. The Chamber organises various activities to impart knowledge, skills, scale and provides a platform for promotion of products and services, enhancement of contacts for the business growth, utilisation of unique marketing and branding facilities, advance technology for improvement of capabilities & productivity, quality assurance, utilisation of benefits and advantages of various government departments for domestic and export promotion. The Chamber is also channelising finance from banks & FIs, export finance, venture capital, private equity, external commercial borrowings and investment for enhancement of business activity.

The Chamber has been providing unique support to SMEs, Young & Women entrepreneurs and Start-Ups to convert business ideas and new concepts into profitable business ventures as well as strengthening family manage businesses for better development as well as transition and transformation.

OBJECTIVES

- ▶ **Integration of entrepreneurs**
- ▶ **Protect business interest of SMEs & Industry**
- ▶ **Road map for pragmatic growth of SMEs**
- ▶ **Knowledge & education for capacity building**
- ▶ **Interface with government agencies**
- ▶ **International business partnership**
- ▶ **Entrepreneurship development**
- ▶ **Awards and Recognitions**

ACTIVITIES

- ▶ **Trade promotional programs and events**
- ▶ **Interaction with banks, MNCs and Govt. officials**
- ▶ **International conferences & seminars**
- ▶ **Roundtable discussions and mentoring sessions**
- ▶ **Inbound and Outbound investment promotions**
- ▶ **Channelise finance and investment**
- ▶ **Strategic business alliances with overseas SMEs**
- ▶ **Marketing, branding and promotion**
- ▶ **Awareness about government incentives and policies**
- ▶ **Delegations and study tours**
- ▶ **Research and market survey**
- ▶ **Exhibition and trade fair services**
- ▶ **Resolving issues & problems with appropriate authorities**

CHANDRAKANT SALUNKHE

Founder & President, India - Netherlands SME Business Council

Founder & President, SME Chamber of India

Founder & President, Federation of Indian SME Associations

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