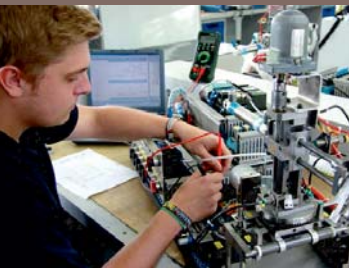




# INDIA – GERMANY SME BUSINESS COUNCIL



Initiated by



**SME CHAMBER OF INDIA**

Empowering SMEs for Global Competitiveness

Initiated by



**FEDERATION  
OF INDIAN SME ASSOCIATIONS**

Initiated by



**SME EXPORT  
PROMOTION COUNCIL**

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

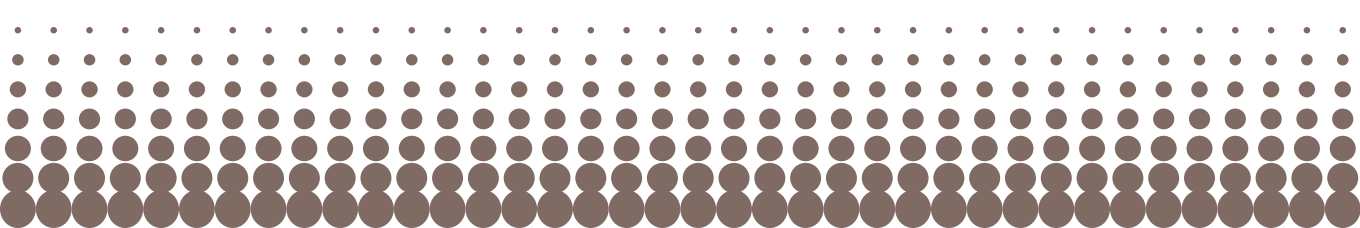


**SME IMPORTERS ASSOCIATION OF INDIA**

Supported by



**SME TECHNOLOGY  
DEVELOPMENT CENTRE**



## **ABOUT THE COUNCIL**

**“INDIA - GERMANY SME BUSINESS COUNCIL”** has initiated by SME Chamber of India, Federation of Indian SME Associations and SME Export Promotion Council and Supported by India International Trade Centre (Investment and Trade Promotion Organisation), Maharashtra Industrial and Economic Development Association (MIEDA), Packaging Industry Association of India (PIAI), Start-Ups Council of India and SME Business Management Institute to accomplish the objectives of the Council and to provide platform to Indian and German companies and SMEs to explore emerging business opportunities.

This Council will act as the bridge between India and Germany for the development of economic and diplomatic relations as well as exchange information on business leads, taxation, investment opportunity, incentives and schemes, various activities and events and enhancement of import and export, joint ventures, technology transfers, contract manufacturing tie up and investment promotional activities in both the countries.

**The Council will set up CEO Forum, SME Forum and Start-Ups Forum to deliberate on various current affairs and business process for expanding cooperation between government and private sector to resolve issues in Trade Barriers. This will also be useful for identifying business partners, collaborations, alliances, setting up industrial units, industrial parks, exhibition, B2B meetings, permanent display centers for products and services and to take up issues and problems to the concerned authorities.**

**“INDIA - GERMANY SME BUSINESS COUNCIL” will organise “INDIA - GERMANY SME BUSINESS SUMMIT”**

## **OBJECTIVES OF THE COUNCIL**

- ▶ **Networking and connectivity platform**
- ▶ **Explore business & Investment opportunities**
- ▶ **Resolve issues and problems for better business growth**
- ▶ **Identify business partners and alliance**
- ▶ **Enhance cooperation between government and private sector**
- ▶ **Exchange of Business and Cultural Values**
- ▶ **Support SMEs and Start-Ups to identify business partners**
- ▶ **Create data bank**

## **ACTIVITIES OF THE COUNCIL**

- ▶ Organise trade promotional activities in India and Germany
- ▶ 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

## **ASSISTANCE & SUPPORT SERVICES FOR INDIAN & GERMAN SMEs**

- ▶ Identify emerging business opportunities
- ▶ Identify business partners, manufacturers, buyers, importers & service providers
- ▶ Information on import & export opportunities
- ▶ Channelise 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

## **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

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### **CHANDRAKANT SALUNKHE**

Founder & President, India - Germany SME Business Council  
Founder & President, SME Chamber of India  
Founder & President, Federation of Indian SME Associations

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### **Contact Details**

## **INDIA - GERMANY SME BUSINESS COUNCIL**

C/o SME Chamber of India

Mobile / WhatsApp: +91 - 98200 88377 | 98200 55377

Tel: +91 - 22 - 61509800 | 66674444 | 28327218 | 28327219 | 28327220 | Fax: 28250414

Email: [director@smechamber.com](mailto:director@smechamber.com) | Website: [www.smechamberofindia.com](http://www.smechamberofindia.com)

**Registered & Head Office**

5, Upper Ground Floor, Samruddhi Venture Park, SEEPZ-MIDC Central Raod, Andheri (E), Mumbai - 400 093.