



MSME Development Forum

MSME/ IOS-EMB/223
19th May, 2022

RAJNISH GOENKA

Chairman, MSME Development Forum
President, MSME (I) Chamber of Com. & Ind. (MICCI)
National Convener, BJP Micro & Small Ind. Cell-2014
National Board Member, Ministry of MSME-2019

Md. Noor Rahman Sheikh, IFS
Joint Secretary (ED)
Ministry of External Affairs,
Government of India,
New Delhi

Sub: Seeking support of overseas Indian Embassies to upload, promote & circulate MSME EXPO / TRADE FAIR in their country. The 8th "INDIA INTERNATIONAL MSME STARTUP EXPO & SUMMIT - 2022"

Dear Sir,

We are approaching you to advise all the overseas Indian Embassies & Consulates to upload, promote & circulate INDIA'S only MSME STARTUP EXPO & TRADE FAIR being held from 25th to 27th. August, 2022 at Pragati Maidan, New Delhi with A SELF LESS MISSION.

"A SELF RELIANT INDIA IS ALSO A RELIABLE FRIEND FOR THE WORLD" Prime Minister Sh. Narendra Modi.

THE WHOLE WORLD IS LOOKING TOWARDS INDIA AS A CAPABLE, AFFORDABLE & RELIABLE MANUFACTURING, SOURCING, EXPORTING & INVESTMENT HUB. - POST RUSSIA UKRAINE WAR & CONTROVERSIES WITH CHINA. PARTICULARLY IN MSME (SME) SECTOR.

WILL CONNECT - DO THE HAND HOLDING - FIND RIGHT PARTNERS.

MSME DEVELOPMENT FORUM (MSME-DF), an ISO certified non-profit organization, is working with the mission and motivation of Prime Minister Sh. Narendra Modi, for promoting and accelerating bilateral Indo Global economic growth through SME connect.

Forum is led by its Chairman **Sh. Rajnish Goenka**, Former National Convener of BJP Micro & Small Industries Cell-2014 & National Board Member Ministry of MSME, Government of India-2020.

Forum has been recognized & supported by Ministry of MSME, several other Union and State Ministries of Government of India, ITPO, Business Chambers / Associations, Corporates, SMEs, PSUs, Industry leaders, Policy Makers, professionals, Business experts, Media heads etc.

MSME DF is a leading business promotion, lobbying, policy intervention & advocacy forum. Our influence with Government, Policy makers, legislators, Business world, Media and other stake holders is the assurance of connectivity, networking, business development, Government connect and voicing concerns up to highest levels.

In order to achieve its objectives, Forum organizes Specific Expos, Trade Fairs, Summits, Conferences, Roundtable's/ B2G/ B2B/ B2C meets in India & abroad apart from organizing one to one meets of delegations with Government Bodies, Corporate, SMEs, Business Chambers, Trade, Industry & service providers.

Forum has thirty six Regional Chapters in India & twelve International chapters in USA, Canada, Australia, Switzerland, Dubai, Abu Dhabi etc.

INDIA ADVANTAGE.

India has emerged as Worlds 3rd. fastest growing economies & 3rd. largest Unicorn Hub, 2nd low cost manufacturing hub with 135 billion cash rich Market, experienced Work force, ease of doing business, Relaxes & favourable laws, IIMF PROJECTS GROWTH RATE OF 8.8% IN 2021.



INVITATION - EXPO-2022

INDIA'S ONLY MSME STARTUP MEGA EXPO & TRADE FAIR-2022 provides a much needed unified Global networking & business promotion platform to Trade, Industry & service providers to show case, exhibit, propagate their Goods & services and find new opportunities, sourcing, markets, Franchise / Buyers/ Sellers, JVs , Government & industry connects, awareness about Governments new schemes, share information / know how to generate strong business leads, enhance visibility & customer loyalty, launch new products etc. & to reach out to the right partners. We invite Exhibitors / Sponsors, Business delegations, Trade & Industry buyers /sellers, Franchisees, Investors, Collaboration & JV seekers, Technology & service providers, visitors from your country to participate as Exhibitor / Sponsor / franchiser in **The 8th"INDIA INTERNATIONAL MSME-STARTUPS EXPO & SUMMIT-2022"** being held from 25th. to 27th. August,2022 at Pragati Maidan,, New Delhi.

Hon'ble Prime Minister of India has been invited to inaugurate this event along with his senior Cabinet Colleagues, Bureaucrats & officials.

Like last years, Ministry of MSME / Commerce & Industry / Railways / Defense / Textile / Science & Technology / IT & Electronics / Telecom / Road & Transport / Civil Aviation / Tourism & Culture and its various PSUs, Big Corporates, Franchisers, SMS businesses and several other stake holders are likely to participate. Mrs. Meenakshi Lekhi, MOS MEA was Guest of Honour in the last 7th. EXPO. More than hundred union & State Ministries / Government Departments, PSUs, Financial Institutions, Corporate, SMEs, Trade & Industry Chambers / Associations, Media heads and ten thousand plus business & professional visitors are expected.

Dear There will be Ten informative, knowledge sharing, interactive high powered SUMMITS & CONFERENCES on POST COVID Global Business trends & Opportunities, Modern ways to access & approach new markets, sources of affordable technologies / Raw Materials, Franchise opportunities, Governments new schemes & policies for ease of doing business, addressed by Union & State Ministers, Policy makers, business leaders, professionals, Experts , followed by B2G / B2B meets.

There will be an opportunity to host a dedicated SUMMIT on " NEW BILATERAL OPPORTUNITIES WITH YOUR COUNTRY ""

OBJECTIVE & GLOBAL VISION

- To facilitate overseas Business / Trade - Industry / Investors / Technology & service providers / collaborators to identify new Import-Export destinations / Opportunities & markets.
- To provide a common platform for various countries to show case their business & tech. strengths to Forge cross border partnership, JVs & investments.
- Connect SME's with Government buying / procurement agencies / Department with their hand holding.
- Connect Global SME's for Mutual Business Promotion & to facilitate knowhow / knowledge & technology transfer in either country.
- Connect key decision makers, business leaders and multilateral global funding agencies to address issues common to SMEs.
- To spread awareness about the Government of India's new ease of doing business schemes /policies & regulations.
- To promote India as "Worlds manufacturing, sourcing, exporting & investment Hub -Post COVID

- To circulate India's growth story Globally to mobilize participation of Exhibitors and Delegates in this EXPO & TRADE FAIR-2022.

Also share details / lists of Trade & Industry Individuals, Chambers / Associations / Businesses Forums of your country for connecting & inviting them to EXPO.

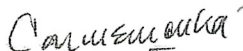
Request to UPLOAD, PROMOTE & DISPLAY INDIA'S ONLY MSME-STARTUP EXPO ON YOUR WEBSITE, SOCIALMEDIA & OTHER PROMOTIONAL MEDIA / DISPLAY IN THE EMBASSY PREMISES & SHARE WITH LOCAL CHAMBERS / ASSOCIATIONS IN YOUR COUNTRY.

We will offer a special group participation package for your country's Pavilion in case of booking of minimum 100 sq. Mtr. Exhibitor space.

Participation Matrix are attached for your perusal.

With best Regards,

For **MSME DEVELOPMENT FORUM**



Rajnish Goenka
Chairman

Attached:

- participation Matrix (Annexure-I)
- Broucher (Annexure-II)
- PM's Message(Annexure-III)
- Reasons-"WHY TO PARTNER WITH INDIA"(Annexure-IV)

PARTICIPATION MATRIX

Your Deliverables:

- Embassy / your countries Trade & industry in India / from your country to book a COUNTRY PAVILLION / STALLS to exhibit and promote business & services from your country, as per attached Partnership Matrix.
- Circulate our invitation to all Business Chambers & Associations, Trade Industry, Service Providers, Exhibitors & delegations from your country.
- Display & promote our Expo details on your website / promotional media and put up display board in the Embassy.
- Provide us a list of prospective participants, individuals, Chambers / Associations / Business organizations from your country.

Our Deliverables:

- 1) Branding as "PARTNER COUNTRY" on brochures, back drop, other marketing collaterals & media.
- 2) Full page Advertisement in post Event souvenir with country details, to be circulated in all Government Ministries, Chambers, Associations, Embassies, Departments, Business Chambers/ Associations etc.
- 3) Two Complimentary delegate invites to Embassy guests for Business summits, networking lunches/ dinner, along with a delegate kit.

Special Package for Exhibitors:

- a) 15% bulk booking discounts till 30th June, 2022 (Min 10 booths of 9 Sq. Mtr. Each).
- b) 10% early bird discount for individual participants till 30th June, 2022.
- c) In the above case of bulk booking, one complimentary double occupancy room in a five star Hotel for two nights with breakfast, lunch, Hi tea at the venue - for the team leader.
- d) Arrangement of B2G/ B2B meetings. (with prior request).

Rack rate for participation:

*Fully built up Booth for Exhibitors: US \$200 per sq. Mtr + Taxes. (Min 9 Sq. Mtr) includes two complimentary Delegate invites.

*Delegate Fee: US \$50 per Summit or US \$150 + Taxes for three days per person (includes tea, lunch, Hi-tea, Delegate Kit etc.).

Special 5 star hotel package for EXPO:

- USD 125/ Day + Taxes for twin sharing a double room with breakfast. lunch/ Hi-tea at the venue. (All inclusive)
- USD 150/- + Taxes twin sharing double room with breakfast, Airport & venue transfers. Lunch & Hi-tea at venue (All inclusive).

MATRIX CAN BE TAILOR MADE WITH MUTUAL DISCUSSIONS