MVIRDC World Trade Centre Mumbai

Presents

WORLD TRADE DAY

On

Inducing Export Opportunities for MSMEs

May 19-June 27, 2018

Ahmednagar | Nashik | Kolhapur | Ichalkaranji | Aurangabad | Nagpur
17 June | 18 June | 19 June | 20 June | 20 June | 23 June

Bhubaneswar | Goa | Jaipur
19 May | 29 May | 27 June
Bharat Ratna Sir M. Visvesvaraya
(15 September, 1860 - 14 April, 1962)

MVIRDC World Trade Centre Mumbai is the realisation of the vision of one man - Sir M. Visvesvaraya - engineer, scientist, and a great son of India. Named after him, M. Visvesvaraya Industrial Research & Development Centre (MVIRDC) is a company registered and licensed under Section 25 of the Companies Act, 1956 (currently Section 8 of the Companies Act, 2013). MVIRDC is the promoter of World Trade Centre Mumbai, which stands tall as a symbol of excellence in industry and trade services.
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MESSAGE

International trade has been a significant contributor to the economic progress of this nation. Maharashtra contributes 25% to the overall exports of India. As the state aspires to become a USD 1 trillion economy by 2025, international trade will continue to be a major catalyst in achieving this milestone. There are more than 6.1 million units, including SMEs, women entrepreneurs and industry clusters in Maharashtra. Each one of these units must exploit the business opportunity offered by World Trade Centre Mumbai.

I extend my hearty congratulations to MVIRDC World Trade Centre Mumbai for this laudable initiative of organizing World Trade Day Maharashtra across several regions of the state. I hope this initiative will inspire entrepreneurs to look beyond borders and expand their business horizon.

(Devendra Fadnavis)
MESSAGE

I am indeed happy to know that World Trade Centre Mumbai is organizing World Trade Day 2018 in cities across Maharashtra, namely, Aurangabad, Nashik, Nagpur, Ichalkaranji and Kolhapur which will give a boost to the major industries in their regions. Maharashtra as a whole has contributed significantly to India’s exports. MSMEs form a major portion of these industries including women entrepreneurs, innovators and startups that have contributed to the growth of these regions and are aspiring to export to international markets.

I am sure this initiative will provide the much-needed direction for budding entrepreneurs, aspiring startups and to new and existing MSMEs a roadmap for exports to international markets.

(Subhash Desai)
Foreword

I compliment World Trade Centre Mumbai and its support partners for organizing the second edition of World Trade Day Maharashtra across various regions in the state. This programme is a timely intervention by World Trade Centre Mumbai to encourage micro, small and medium enterprises (MSMEs) to explore international market.

Maharashtra is the leading exporter in India as it accounts for 25% of the country’s merchandise exports. However, there is tremendous scope to enhance this share by linking local MSMEs, women entrepreneurs and clusters to global markets.

I am glad to note that the District Industries Centre (DIC) of Industries Department have actively participated in this programme across various regions and created awareness about industrial policies for MSMEs, women entrepreneurs and weaker sections of the society.

Government of Maharashtra has introduced several policies to promote industrial development and exports. Some of these policies are Maharashtra’s Industrial Policy 2013, Single Window Policy, Electronic Policy, Maharashtra’s Logistics Parks Policy-2018, Special Economic Zone Policy and Maharashtra COIR Policy-2018, to name a few. In order to develop clusters across various sectors, the state government is implementing Maharashtra State Industrial Cluster Development Programme (MSI-CDP).

Armed with these forward looking policies and an enterprising population, the state government aims to grow the size of the state’s economy to USD 1 trillion by 2025 from the current level of USD 400 billion.

Such an ambitious target calls for co-ordinated efforts of all the stakeholders viz. policymakers, trade support institutions, local industry chambers, financial institutions, export promotion councils (EPCs), MSMEs and large corporate houses.

I am glad to note that this event has facilitated interaction of MSMEs and local industry chambers with India’s leading financial institutions viz. EXIM Bank and ECGC. EXIM Bank, SIDBI and ECGC have a major role to play in addressing the trade credit needs of MSMEs.

The event has also featured inspiring success stories from multinational companies such as ABB and Keihin Fie and leading Indian exporters such as Ajanta Pharma, Reliance Industries and Sun Pharma. These stories will serve as an inspiration and valuable guide for MSMEs to enhance their quality standards to meet the aspirations of global consumers.

I am confident that World Trade Day Maharashtra has encouraged many MSMEs and aspiring exporters to explore business opportunities in the global market. Once again, I congratulate World Trade Centre Mumbai for taking this commendable initiative and I wish success in its future endeavours as well.
Preface

International trade has played an important role in industrialisation and regional development of many countries. While the significance of international trade for economic development is well appreciated, there is a need to create awareness about the challenges and opportunities involved in international trade, especially for micro, small and medium enterprises (MSMEs).

Specifically, MSMEs need to be sensitised about the challenges such as competing with foreign suppliers on cost, adherence to quality standards of foreign countries, product labelling and packaging norms, meeting strict delivery timelines, among others.

In order to create awareness about these factors that affect the competitiveness of MSMEs in the global market, World Trade Centre Mumbai organised the second edition of World Trade Day Maharashtra across Nashik, Aurangabad, Ahmednagar, Ichalkaranji, Kolhapur and Nagpur.

World Trade Day Programmes in these districts featured knowledge sessions on procedures involved in foreign trade, norms for availing tax incentives, potential foreign markets for local MSMEs, access to trade finance, among others.

These knowledge sessions were addressed by senior officials from District Industries Centres, Government of Maharashtra, German Consulate General Mumbai, EXIM Bank, ECGC, SIDBI, MSAMB, Mumbai Customs, Government of India, among others. These sessions generated useful interactions between industry and various administrative agencies.

The sessions also featured presentation of inspiring success stories from Indian and multinational companies viz. Ajanta Pharma, Reliance Industries, ABB India, Sun Pharmaceuticals and Keihin Fie.

World Trade Day Maharashtra received overwhelming response from MSMEs, women-owned enterprises, industry clusters and local industry bodies in these districts. More than 500 representatives from trade and industry attended the knowledge sessions and participated in B2B and G2B meetings in these districts.

On behalf of World Trade Centre Mumbai, I take this opportunity to thank all our support partners for making this initiative a grand success. Especially, I thank Nashik Industries & Manufacturers Association, Association of Ahmednagar Manufacturing Industries, Vidarbha Industries Association, Marathwada Association of Small Scale Industries & Agriculture, URJA Foundation, Converse International, Saturday Club Global Trust, Lions Club Ichalkaranji, Ahmednagar Auto & Engineering Association, Ichalkaranji Engineering Association, The Ichalkaranji Powerloom Weaver’s Co-op. Association, Kolhapur Chamber of Commerce & Industries for their valuable support to this initiative.

We are confident that this programme has inspired MSMEs and aspiring entrepreneurs to explore export opportunities with foreign countries. We hope that the discussions, deliberations and fruitful suggestions put forth by speakers during these knowledge sessions will form the basis for building a visionary plan for enhancing Maharashtra’s export competitiveness.

This report documents the key highlights of World Trade Day programmes across various districts of Maharashtra and also in other cities of India (Bhubaneshwar, Goa and Jaipur). We are confident that this report will be a useful reference for industry, policymakers, think tanks, academic and research institutions and media organizations.
Executive Summary

International trade offers promising opportunity for Micro, Small and Medium Enterprises (MSMEs) to diversify their source of revenue, improve scale of operation, identify alternative sources of raw materials and improve productivity. The benefits of foreign trade spills over to society in terms of generation of new employment opportunities, improvement in the standard of living and reduction in poverty. Several Asian countries have attained remarkable economic growth driven by internationalization of their MSMEs.

Even in India, international trade has benefitted MSMEs, women entrepreneurs, industry clusters, especially in leather, textile, agro-products and handicrafts sector. Policymakers, both at the central and state governments offer various incentives to promote exports from MSMEs. The development of information and communication technology, especially the advent of e-commerce, has improved the ease of trading across borders for MSMEs.

However, many MSMEs still struggle to create a footprint in the international market because of difficulty in accessing trade credit, stringent global quality standards, ignorance about foreign market opportunities and complex procedures for exports. The determinants of competitiveness of MSMEs in the global market are significantly different from those in the domestic market. Competitiveness of MSMEs in the global market is determined by their adherence to strict delivery timelines, conformity to global standards, changes in exchange rates, cost of shipping and logistics, among others.

World Trade Day is a historic event in the calendar of several World Trade Centers across the world to honour the trading community for their exemplary contribution to regional economic development through international trade.

MVIRDC World Trade Centre Mumbai, which is a member of World Trade Centers Association, New York organized the second edition of World Trade Day Maharashtra in various districts from June 17-June 23, 2018 with a view to provide an effective platform to MSMEs to voice their views on international trade and also to get first hand information from experts, business leaders, bankers, diplomats and others on international trade.

Maharashtra accounts for 25 per cent of India’s exports. Especially, the state is in the forefront of export of agro commodities. Maharashtra is also a leading exporter of engineering goods, gems and jewellery, textile, pharmaceuticals and other commodities.

Micro, small and medium enterprises (MSMEs) have a major role to play in driving the export growth of Maharashtra as they constitute 50 per cent of industrial output. There are more than 45.45 lakh establishments, employing 1.18 crore people, in Maharashtra and engaged in different economic activities (other than agriculture). The objective of World Trade Day Maharashtra is to create awareness among these establishments on the significance of international trade for the economic development of the region and the national economy.

Through a series of knowledge sessions, World Trade Day Maharashtra brought together government officials, representatives from India’s leading financial institutions, consultancy organizations, MSMEs and multinational companies on a common platform. The programme offered a unique opportunity to all the stakeholders to exchange innovative ideas for improving MSME competitiveness.

World Trade Day Maharashtra was organised in Kolhapur, Ichalkaranji, Nagpur, Aurangabad,
Ahmednagar and Nashik to explore the hidden export potential in these districts and guide aspiring exporters on opportunities and challenges in international trade.

World Trade Day Maharashtra received overwhelming response from existing and aspiring exporters, start-up enterprises, industry clusters and women entrepreneurs from these districts. More than 500 delegates from these industries participated in the programme in the above districts. The overwhelming response vindicates the aspiration of the local business community to explore global market.

The programme was addressed by experts from government departments, multinational companies, export promotion councils and others. Some of the speakers of the programme were Dr. Jurgen Morhard, Consul General, Consulate General of Germany in Mumbai; Mr. Sudhir Gogate, Executive Director, Keihin Fie; Mr. S. D. Shelke, General Manager, District Industries Centre, Ichalkaranji; Mr. Abhaysinh Jaysinh Phalake, Deputy Commissioner, Mumbai Customs Zone; Mr. Rajat Srivastava, Regional Director-Western region, Engineering Export Promotion Council; Mr. Sameer Gohkale, Marketing Manager, Maharashtra Airport Development Company Ltd.; Mr. Vinod M. Paratkar, Director, INDO-ASEAN Business Advisory; Mr. Sunil Uttarwar, Associate Vice President - Manufacturing, Sun Pharmaceuticals Industries Ltd.; Ms. Sunita Sindwani, Chief General Manager, EXIM Bank; Mr. Ganesh Kothawade, Vice President-Distribution Solutions, ABB India Ltd. and Mr. Nitin Mumdaware, Regional Head, MTDC Nashik, among others.


This report offers glimpses of the knowledge sessions held in these districts as part of World Trade Day Maharashtra and attempts to skim the key takeaways for policymakers and MSMEs. The report also features the key highlights of World Trade Day held in Goa, Bhubaneswar and Jaipur.

World Trade Day in Bhubaneswar focused on the theme ‘International Trade - Gateway for Odisha's Prosperity’ and was graced by dignitaries such as Shri. Prafulla Samal, Hon'ble Cabinet Minister, MSME, Government of Odisha and Shri. L.N. Gupta, IAS, Additional Chief Secretary, Department of MSMEs, Government of Odisha. As a part of the programme, World Trade Centre Bhubaneswar also presented awards to its MSME members.

World Trade Day in Goa addressed the theme ‘The 4th Industrial Revolution and its Impact on World Trade’. World Trade Centre Jaipur collaborated with MSME Jaipur to celebrate United Nations International MSME Day at the state office of MSME Development Jaipur. A live telecast of ‘UDYAM SANGAM- 2018’, organized by Ministry of MSME, New Delhi, featured a speech by Honorable President of India, Shri. Ram Nath Kovind celebrating the 2nd United Nations Micro, Small and Medium-Sized Enterprise Day for local industrial associations, District Industries Centre (DIC) and other stake holders. A session on export-related issues was also addressed by eminent speakers.
AHMEDNAGAR
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Pudhari - June 15, 2018

WORLD TRADE DAY MAHARASHTRA IN AHMEDNAGAR

on

Enhancing Export Opportunities for MSMEs

Sunday, June 17, 2018 at 3:00 pm

Venue: Ahmednagar Auto and Engineering Association (AAEA), Yashokar, G-47/8, M.I.D.C.
Ahmednagar M.S. 414111, Maharashtra

Maharashtra as a whole has contributed significantly to India’s exports. MSMEs form a major portion of these industries including women entrepreneurs, innovators and start-ups that have contributed to the growth of these regions and are aspiring to export to international markets. I am sure that World Trade Day Maharashtra will provide the much needed direction for budding entrepreneurs, aspiring start-ups and to new and existing MSMEs a roadmap for exports to international markets.

- Shri Subhash Desai
Minister of Industries and Mining, Government of Maharashtra

Speakers

Mr. Ravindra Awatil
Associate President
Reliance Industries Ltd.

Mr. Sunil Uttarwar
Associate Vice President
Manufacturing Sun Pharmaceuticals

Ms. Sunita Sindwani
Chief General Manager
EXIM Bank

Mr. S. S. Gavali
General Manager
District Industries Centre
Ahmednagar

Mr. Mukesh Samtani
Assistant Director
EESC Mumbai

Mr. Shivaji M. Narvekar
General Manager
ECGCLtd.

Members of the Board

No Participation Fee | Prior Registration Compulsory

To Participate, Contact:
MVIRDC World Trade Centre Mumbai
t: 022 2638 7272 / 7273 / 7265
e: bhupendra@wtcmumbai.org | kadambari@wtcmumbai.org

Follow us on: | wtcmumbaiindia
## Programme

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<tr>
<td>2.30 pm - 3.00 pm</td>
<td>Registration</td>
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<tr>
<td>3.00 pm - 3.15 pm</td>
<td><strong>Welcome Address by</strong> Ms. Dolly Awati, Joint Director - Corporate Communication and Trade Promotion, MVIRDC World Trade Centre Mumbai</td>
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<tr>
<td>3.15 pm - 3.35 pm</td>
<td><strong>Special Address by</strong> Mr. K. M. Bhingare, Chairman, Ahmednagar Auto Engineering Association</td>
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<tr>
<td>3.35 pm - 3.40 pm</td>
<td><strong>Felicitation of Speakers and Co-organisers</strong></td>
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<tr>
<td>3.40 pm - 4.00 pm</td>
<td>** Improving MSME Competitiveness to be Export Ready** Mr. S. S. Gavali, General Manager, District Industries Centre, Ahmednagar</td>
</tr>
<tr>
<td>4.00 pm - 4.20 pm</td>
<td><strong>How Telecom is Transforming the way MSMEs Export in Ahmednagar</strong> Mr. Ravindra Awati, Associate President, Reliance Industries Ltd.</td>
</tr>
<tr>
<td>4.20 pm - 4.40 pm</td>
<td><strong>Opportunities and Challenges of API Exports from India</strong> Mr. Sunil Uttarwar, Associate Vice President-Manufacturing, Sun Pharmaceutical Industries Ltd.</td>
</tr>
<tr>
<td>4.40 pm - 5.00 pm</td>
<td><strong>Role of EXIM Bank in Promoting Exports</strong> Ms. Sunita Sindwani, Chief General Manager, EXIM Bank</td>
</tr>
<tr>
<td>5.00 pm - 5.20 pm</td>
<td><strong>Credit Risks for MSME Exports in the Region</strong> Mr. Shivaji M. Narvekar, General Manager, Export Credit Guarantee Corporation of India</td>
</tr>
<tr>
<td>5.20 pm - 5.40 pm</td>
<td><strong>Role, Activities and Services of EEPC India to Grow Engineering Exports</strong> Mr. Mukesh Samtani, Assistant Director, Engineering Exports Promotion Council (EEPC) India</td>
</tr>
<tr>
<td>5.40 pm - 6.00 pm</td>
<td><strong>Doing Business with Columbia and Philippines</strong> Mr. Pratap Singh Bharda, Executive Officer, Engineering Exports Promotion Council (India)</td>
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<tr>
<td>6.00 pm - 6.15 pm</td>
<td><strong>Question and Answer</strong></td>
</tr>
<tr>
<td>6.15 pm - 6.30 pm</td>
<td><strong>Vote of Thanks</strong> by Mr. Ashok R. Sonawane, President, Association of Ahmednagar, Manufacturing Industries</td>
</tr>
<tr>
<td>6.30 p.m. onwards</td>
<td><strong>High Tea and Networking</strong></td>
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</table>
The inaugural programme of the 2nd edition of World Trade Day Maharashtra was held in Ahmednagar on ‘Enhancing Export Opportunities in the Region’ in association with Ahmednagar Auto & Engineering Association (AAEA) and Association of Ahmednagar Manufacturing Industries (AAMI) on June 17, 2018. This programme was supported by Maharashtra Industry Trade & Investment Facilitation Cell (MAITRI), an initiative by Government of Maharashtra.

International trade offers opportunities for micro, small and medium enterprises. World over contribution of MSMEs in international trade and global value chains (GVCs) is immense. World Trade Day Maharashtra was organised to promote participation of MSMEs from Maharashtra in global trade.

Ahmednagar: fast growing business hub

Located in the middle of western Maharashtra, Ahmednagar is the largest district in the state with 14 talukas. Sugarcane, Bajra and Jawar are the major crops grown in the district. Farmers also cultivate fruits such as grapes, orange and pomegranate. The district has many co-operative units in sugar processing, spinning, paper manufacturing and dairy, among others. Forestry is another source of livelihood for some people as they grow hirda, custard apple, fuel wood, grass, gum and tendu leaves.

Ahmednagar has expertise in several industry sectors with many clusters of auto and engineering units, which provide employment to thousands of people in the district and neighbouring areas. Some of the exportable items from this district are automobiles, electric motors, switchgears, seamless tubes, print circuit board, forging items, pharmaceuticals etc.

Auto and Engineering Cluster

Mr. K. M. Bhingare, Chairman, Ahmednagar Auto & Engineering Association said that AAEA acts as a one-stop shop for solutions in collective bargaining of raw material procurement besides building a liaison

From (L-R): Mr. Sudarshan Ingale, Chief Manager, EXIM India; Ms. Dolly Awati, Joint Director - Corporate Communication and Trade Promotion, MVIRD World Trade Centre Mumbai; Mr. K. M. Bhingare, Chairman, AAEA; Mr. Pratap Singh Bharda, Executive Officer and Mr. Mukesh Samtani, Assistant Director, EEPC India Ltd.; Mr. Shivaji Narvekar, ECGC Ltd.; Mr. Ashok Sonawane, President, AAMI; Ms. Sunita Sindwani, Chief General Manager, EXIM Bank and Mr. Deepak Shivdas, Manager, District Industries Centre - Ahmednagar.
between its members and government agencies, banks, etc. Ahmednagar Auto Cluster is formed under MSE – CDP Programme to facilitate MSME (Micro Small and Medium Enterprise). This Cluster provides “World Class Facilities” for machining and inspection, training to improve skills of MSME workers and managers and will enable MSME’s to be “Competitive” on “Global Scale”.

Mr. Bhingare further added that AAEA also conducts training sessions for corporates to enhance productivity and help MSMEs by organising knowledge programmes. He also explained benefits of membership in terms of services and facilities provided by the association.

Maharashtra Government has identified wooden furniture, agro-processing and miscellaneous manufacturing as potential industries for development of this district. Considering the predominance of the sugarcane sector, there is huge potential to harness waste generated from sugar mills for manufacturing bio-coal briquettes, card boards, particle board etc. According to a report by the Ministry of MSME, the industrial scenario of the district can be transformed by establishing co-operative and mini Industrial areas in each taluka of Ahmednagar. In the services sector, Ahmednagar has potential in computer training institute, automobile repairs and certain professional services.

Taking this forward, Mr. D. K. Shivdas, Manager, District Industries Centre, Ahmednagar briefed about the policies of the state government for the development of MSMEs. He also explained various incentives provided for promotion of industries in Maharashtra.

Mr. Ravindra Awati, Associate President, Reliance Industries Ltd. emphasised the impact of Jio in the telecom sector and digital communication for industry, MSMEs and start-ups. He mentioned that the Company is currently working on 4G technological advancements which will largely benefit its users in the future. He emphasised the importance of digital technology and stressed that entrepreneurs must excel in their online presence and optimally utilise the mobile platform as it is the best medium to reach stakeholders effectively, in a cost-effective manner. This will maximise their profit and also help in exploring opportunities in international markets.

India is the largest provider of generic drugs globally with the Indian generics accounting for approximately 20 per cent of global exports in terms of volume. According to pharma industry experts, standard of the drugs is one of the major concerns.

Echoing this, Mr. Sunil Govind Uttarwar, Associate Vice President – Manufacturing, Sun Pharmaceutical Industries Ltd. said that skilled technicians as well as advanced testing facilities are required for accurate test results of the product. He also mentioned that manufacturing facilities harmonizing global standards, strict quality control programmes, procedures and latest technologies should be adopted to ensure consistent product quality. He advised participants to focus on high-tech products and quality management systems to become compliant with international quality standards and regulations that differ as per the region.
Mr. Sudarshan Ingale, Chief Manager, Export Import Bank of India said that SME growth is essential for country’s development as they significantly contribute to the Indian economy by providing livelihood for millions. One of the key challenges is to acquire finances for MSMEs. This has profound impact on technology upgradation and capacity enhancement, marketing, etc.

Elaborating on this, Mr. Ingale explained the role of Exim Bank in promoting exports from small and medium enterprises in India. He invited SMEs to avail of short-term and long-term credits offered by the Bank and take advantage of other initiatives such as EXIM Mitra and Grassroots Initiative and Development (GRID). He also informed that EXIM Bank conducts matchmaking, skill development and capacity building initiatives to promote exports of MSMEs.

Mr. Mukesh Samtani, Assistant Director – EEPC India explained the role of EEPC in the growth of engineering exports. Engineering sector is the backbone of the economy and the largest segment of the Indian industrial sector. He informed that in 2017-18, Indian engineering exports were US$76.2 billion, the highest since independence, surpassing previous all time high of US$170 billion in 2014-15, registering a 16.81 percent year-on-year-growth, and that EU is India’s top trading partner. He also mentioned that EEPC has over 12,000 members, of which 60% constitute MSMEs and stressed on the services provided by EEPC specifically to the MSME sector.

Mr. Pratap Singh Bharda, Executive Officer, EEPC India gave a presentation on ‘Doing Business in Latin America and Philippines’. He mentioned that Colombia has become one of the main destinations for India’s exports in the region. As a result of this, there has been an increase in the number of delegations from India to Colombia mainly from export promotion councils such as EEPC which have led to fruitful collaborations. EEPC had led a delegation of 151 Indian companies to participate in the Bogota International Fair in October 2010. Philippines is one of the fastest growing economies in the 10-member ASEAN bloc, with a GDP growth of 9.8% in 2016. India’s engineering export to Philippines has grown to 22% during 2017-18, and many more Indian companies are exploring this rapidly growing market. He invited companies to participate in INDEE Philippines which coincides with International Metalworking Philippines in Manila, which attracts approximately 15,000 visitors from various countries schedule for August 22-25, 2018.

The Vote of Thanks was proposed by Mr. Mukund Deshmukh, Vice President, Ahmednagar Auto and Engineering Association. He thanked WTC Mumbai for organising this programme and invited WTC Mumbai to organise more such programmes for the benefit of local MSMEs in exports. He opined that World Trade Centres’ vast international network will help to access global network in over 90 countries and it will help MSMEs immensely.

The event was attended by more than 70 representatives of MSMEs, women enterprises, large corporate houses and multinational companies from industrial areas of Shrirampur, Supa-Parner, Rahuri, Newasa etc.
NASHIK

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Pudhari - June 15, 2018

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MAITRI

WORLD TRADE DAY MAHARASHTRA IN NASHIK

on

Enhancing Export Opportunities for MSMEs

Monday, June 18, 2018 at 3:00 pm

Venue: Seminar Hall, NIMA House, P-14, M.I.D.C. Satpur, Nashik, Maharashtra

Maharashtra as a whole has contributed significantly to India’s exports. MSMEs form a major portion of these industries including women entrepreneurs, innovators and start-ups that have contributed to the growth of these regions and are aspiring to export to international markets. I am sure that World Trade Day Maharashtra will provide the much-needed direction for budding entrepreneurs, aspiring start-ups and to new and existing MSMEs a roadmap for exports to international markets.

- Shri Subhash Desai

Minister of Industries and Mining, Government of Maharashtra

Speakers

Dr. Jürgen Morhard
Consul General
German Consulate General Mumbai

Mr. P. D. Rendalkar
General Manager
DIC, Govt. of Maharashtra

Mr. K.L. Dhingra
Regional Chairman
EEPC INDIA (WR)

Mr. Ganesh Kothawade
Vice President, Distribution Solutions
ABB India Ltd.

Mr. Rajat Kumar Srivastava
Regional Director
EEPC INDIA

Mr. Nitin Mundaware
Regional Head
MTDC Nashik

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Rupa Naik
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**Programme**

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<td>3.25 pm – 3.45 pm</td>
<td><strong>Trade Opportunities for Indian MSMEs in Germany</strong> &lt;br&gt;Dr. Jurgen Morhard, Consul General, Consulate General of Germany in Mumbai</td>
</tr>
<tr>
<td>3.45 pm – 4.05 pm</td>
<td><strong>Improving MSME Competitiveness to be Export Ready</strong> &lt;br&gt;Mr. P. D. Rendalkar, General Manager, District Industries Centre, Ahmednagar</td>
</tr>
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<td>4.05 pm – 4.25 pm</td>
<td><strong>Significance of Innovation for Competitiveness in the Global Market</strong> &lt;br&gt;Mr. Ganesh Kothawade, Vice President-Distribution Solutions, ABB India Ltd.</td>
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<td>4.25 pm – 4.45 pm</td>
<td><strong>Address on Role, Activities and Services of EEPC India to Grow Engineering Exports</strong> &lt;br&gt;Mr. K. L. Dhingra, Regional Chairman, EEPC India (Western Region)</td>
</tr>
<tr>
<td>4.45 pm – 5.05 pm</td>
<td><strong>Doing business with Europe &amp; LAC countries (Colombia and Philippines)</strong> &lt;br&gt;Mr. Rajat Srivastava, Regional Director-Western Region, EEPC India</td>
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<td><strong>Nashik Tourism</strong> &lt;br&gt;Mr. Nitin Mundaware, Regional Head, MTDC Nashik</td>
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The second programme of the 2nd edition of World Trade Day Maharashtra was organised in Nashik in association with Nashik Industries Manufacturers’ Association on June 18, 2018.

**Agri and food processing hub of Maharashtra**

Nashik is the second largest producer of food grains in Maharashtra, with a contribution of 6.35 percent to the total food grain output. Besides sugarcane and grape production, some of the enterprising farmers have shifted to pomegranate cultivation. Mumbai, the financial capital of India, relies largely on the supply of fruits and vegetables from Nashik. Maharashtra is the leading producer of grapes in the country contributing to 83.5 per cent of the total grape output of India, owing much of it to Nashik with flourishing grape farming. Being the major producer and exporter of wines, Nasik is also called the Wine Capital of India.

Food processing is one of the dominant sectors in the district. There are seven sugar factories out of which five are run on co-operative basis. Rich availability of fruits and vegetables has supported food processing and wine processing industry in this district. Satapur, Ambad and Sinnar are some of the industrial areas of this district and the state government plans to develop industries in Malegaon Sayane Area and some more areas in Sinnar.

The district is also famous for livestock and poultry farming as it has the largest number of livestock population in Maharashtra, with 7.97 million livestock or 24.53 percent of entire state. Lasalgaon, a village at Niphad tehsil of Nashik, has the largest market for onion in Asia from where the vegetable is supplied to many parts in India and abroad.

Nashik is also a major contributor to the industrial development of Maharashtra. Automobile components, engineering and electrical goods, metals, food processing and pharmaceuticals are
some of the major contributors to the economy of this district. Recognising the industry-friendly atmosphere in this district, reputed companies such as Mahindra & Mahindra, Siemens, Crompton Greaves, L&T, Ceat and Jyoti Structures have set up their manufacturing operations here.

**Indo-German Partnership in the 21st century**

Chief Guest, Dr. Jürgen Morhard, Consul General, Consulate General of Germany in Mumbai remarked that Germany is India’s most important EU trade partner as both countries share excellent relations with India being Germany’s 25th most important trade partner (ranking 28th in the area of imports and 27th for exports). He also added that in the year 2000, both countries took a decisive step towards greater bilateral co-operation by signing the Agenda for Indo-German Partnership in the 21st century.

Mr. Morhard further mentioned that India has demonstrated great ability to grow rapidly as its key economic indicators show positive developments particularly with regard to inflation, budget deficits and currency ability.

Mr. Ganesh Kothawade, Vice President – Distribution Solutions, ABB India Ltd., remarked that innovation is important for surviving in competition and that conventional products being manufactured with traditional and outdated technologies result in products that are unfit for international markets. Mr. Kothawade stressed on the importance of adhering to international standards of product quality and recommended manufacturers to adapt their products according to consumer demands in order to be competitive in global markets.

Mr. Rajat Kumar Srivastava, Regional Director - Western Region, EEPC India informed that India’s engineering exports surpassed the export target and was US$ 76.2 billion during 2017-18, recording a 16.81 percent growth. He further added that in the last five years, contribution of engineering exports to India’s total exports grew notably and reached 25.16 percent during 2017-18. He also mentioned that since the last five years Europe as a region was India’s largest export destination, with India’s engineering exports to Europe having increased from US$ 12748.5 million in 2013-14 to US$ 18059.4 million in 2017-18, registering a growth of more than 40 percent. This has shown that India’s growth rate of engineering exports to Europe was higher than that of India’s global engineering exports.

Mr. Srivastava said that manufacturers must participate in the India Engineering Exhibition (INDEE) which will be held in Philippines. The Exhibition is a great platform for trade, investments, joint ventures and business-to-business meetings.

Mr. Nitin Mundaware, Regional Manager, Maharashtra Tourism Development Corporation (MTDC) Nashik, informed that MTDC has launched various schemes such as Bed & Breakfast Scheme where travellers can stay and savour local cuisine at affordable prices. The main objective of this scheme is to create a wide network of affordable stays at
 lesser known places of tourist interest. He also briefed about Mahabhraman Scheme which includes Experiential and Agri Tourism (planting samplings, plucking fruits and vegetables, riding bullock cart, studying pearl culture etc.) and Village Tourism (showcasing tribal lifestyle, local cuisine, clothing, festivals, local arts and handicrafts). These schemes help generate income in the region while providing tourists with unique experiences.

Mr. Mundaware announced that MTDC will soon launch wellness centers across Nashik which will further boost tourism of the region.

Mr. Shrikant Bachchav, Hon. General Secretary, Nashik Industries Manufacturers' Association while thanking participants and speakers announced that NIMA plans to organise such programme more often with World Trade Centre Mumbai to help local MSMEs in creating access to international market.

The event was attended by more than 100 representatives of MSMEs, women enterprises, large corporate houses and multinational companies from industrial areas of Sayane near Malegaon and Yeola, Sinnar, Satpur and Ambad to name a few.
WORLD TRADE DAY 2018

PRESS CLIPPINGS

June 19, 2018 - Pudhari

June 19, 2018 - Lokmat

June 19, 2018
Deshdoot Times
KOLHAPUR

Pre Coverage Advertisement
Pudhari - June 18, 2018
Business Standard - June 18, 2018

WORLD TRADE DAY MAHARASHTRA IN KOLHAPUR

on

Enhancing Export Opportunities for MSMEs

Tuesday, June 19, 2018 at 5:30 pm

Venue: Residency Club, Near Head Post Office, Tarabai Park
Warna Colony, Kolhapur, Maharashtra

Maharashtra as a whole has contributed significantly to India’s exports. MSMEs form a major portion of these industries including women entrepreneurs, innovators and start-ups that have contributed to the growth of these regions and are aspiring to export to international markets. I am sure that World Trade Day Maharashtra will provide the much-needed direction for budding entrepreneurs, aspiring start-ups and to new and existing MSMEs a road map for exports to international markets.

- Shri Subhash Desai
Minister of Industries and Mining, Government of Maharashtra

Speakers

Mr. Sudhir Gogate
Managing Director
Keihinfe

Mr. S.D. Shelke
General Manager
District Industries Centre, Kolhapur

Mr. Nitin Deshpande
Regional Head
Bank of India

Mr. Mukesh Samtani
Assistant Director
Engineering Export Promotion Council

Mr. Sunny Garg
Manager
EXIM Bank

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Rupa Hade
Senior Director
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# World Trade Day Maharashtra in Kolhapur

**‘Enhancing Export Opportunities for MSMEs’**  
Focus: Agri-commodities and Engineering Products  
**Tuesday, June 19, 2018, 5.30 pm**  
Venue: Residency Club, Near Head Post Office,  
Tarabai Park, Warna Colony, Kolhapur

## Programme

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| 6.00 pm - 6.10 pm | **Welcome Address**  
Mr. Anil Velde, Joint Director-Trade Promotion and Marketing, MVIRDC World Trade Centre Mumbai |
| 6.10 pm - 6.30 pm | **Government of Maharashtra Initiatives to Promote MSME Competitiveness**  
Mr. S. D. Shelke, General Manager, District Industries Centre, Kolhapur |
| 6.30 pm - 6.50 pm | **Opportunities in Engineering Products for International Trade**  
Mr. Sudhir Gogate, Executive Director, Keihin FIE |
| 6.50 pm – 7.10 pm | **Accessing Finance for MSMEs**  
Mr. Nitin Deshpande, Zonal Manager, Bank of India |
| 7.10 pm – 7.30 pm | **Role of EEPC INDIA to grow Engineering Exports and Doing Business with Colombia and Philippines**  
Mr. Mukesh Samtani, Assistant Director and Mr. Pratap Singh, Executive Officer EEPC India |
| 7.30 pm -7.50 pm | **Export Facilitation through EXIM Bank**  
Mr. Sunny Garg, Manager, EXIM Bank |
| 7.50 pm – 8.15 pm | **Question and Answer Session**  
(Moderator: Mr. K. K. Birnale, CEO, Converse International) |
| 8.15 pm onwards  | **Vote of Thanks**  
Mr. Milind Patil, International Business Head, Saturday Club |
KOLHAPUR | June 19, 2018

Kolhapur Can Benefit from USD 18 Billion Untapped Export Potential

The Third programme of the 2nd edition of World Trade Day Maharashtra (WTD) was organised in Kolhapur in association with Saturday Club Global Trust with a support from Maharashtra Industry Trade and Investment Facilitation Cell (MAITRI) on June 19, 2018. The programme generated insightful discussions and interactions on various topics including access to export finance and working capital, procedures to apply for government incentives, latest technology developments in automobile and electric vehicle industry, access to schemes of EXIM Bank and EEPC.

Kolhapur: Western Maharashtra Business Hub

Located on the Pune-Bangalore National Highway Number 4, Kolhapur is the ninth largest district in Maharashtra in terms of population (with 3.87 million inhabitants\(^1\)). In terms of the size of its economy, Kolhapur is the sixth largest district in Maharashtra with gross value added of Rs 68,689 crore\(^2\). The district also ranked sixth in terms of annual credit plan (ACP), which stood at Rs 9627 crore\(^3\) in 2017-18. ACP is the aggregate credit disbursement target set by all the commercial and co-operative banks for the district in a particular financial year. This credit is disbursed to farmers, MSMEs, large industries, exporters, retailers and other commercial organisations in the district.

The district is endowed with considerable forest resource as 22% of the area is covered by forest. The forest resource offers livelihood opportunity for local population as they derive firewood, grass, cashew,
shikakai, silver cotton, ani, wax and other products from it. Kolhapur is not endowed with much mineral resources as it is rich in only mud used for making bricks, sand and metal stone used for construction purpose.

Micro, small and medium enterprises (MSMEs) are dominant in Kolhapur as they contribute more than 50% to employment in the district. Most MSMEs in the district are involved in agro-based industries, especially cotton textile, readymade garments and embroidery, paper and paper products etc. Other popular sectors of MSMEs in the district are leather-based industries, steel fabrication, rubber, plastics etc. Cluster development is a cornerstone of MSME competitiveness in any district. Kolhapur has famous clusters in foundry & engineering, silver ornaments, jaggery and footwear sectors.

Some of the export-oriented industries in Kolhapur produce agro-based goods, leather, foot wear, engineering goods, including autocomponents. Some of the industrial areas of Kolhapur are Jaysingpur, Ichalkaranji, Hupri, Hatkangale, Yadrav and Shirali.

Considering the traditional industrial base, skill and natural resource endowment, the district of Kolhapur offers huge potential for units in leather, electrical equipments, chemical, metal products, glass and ceramics, plastics and food processing.

Mr. Anil Velde, Joint Director-Trade Promotion and Marketing, MVIRDC World Trade Centre Mumbai explained the objective of World Trade Day programme in Maharashtra and other pioneering initiatives of World Trade Centre Mumbai to connect local MSMEs to global markets. He invited MSMEs in Kolhapur and other neighbouring districts to participate and benefit from the events of World Trade Centre Mumbai. Further, the Centre also provides a platform for businesses to explore global markets and benefit from business opportunities, as it is part of World Trade Centers Association, New York’s network of 320 World Trade Centers across 80 countries, connecting one million businesses across sectors.

Mr. S. D. Shelke, General Manager, District Industries Centre, Kolhapur said that Kolhapur is the leading district in implementing Government of Maharashtra’s incentive schemes for micro, small and medium enterprises (MSMEs) and receives nearly 30% of the entire expenditure of Government of Maharashtra towards incentives for MSMEs.

The numbers of registered MSME units in Kolhapur have been growing at an annual rate of 15-20%, the highest in the state, from 6,000 units in 2005, today this number has reached to 40,000 units and by 2025 it is expected to expand 1.5 times the current level. He invited local industries to take advantage of various incentives offered by the State Government under different policies, viz. Package Scheme of Incentive (PSI) 2013, Dr. Babasaheb Ambedkar Scheduled Caste/Scheduled Tribe Development Programme and Women Entrepreneurship Policy.

Sharing details about the status of MSME cluster development projects in Kolhapur, Mr. Shelke pointed out that various clusters have been developed in the textile and foundry sectors. Additionally, some clusters are under implementation in printing and cashew sectors while some are proposed in leather, jaggery, silver and spices. These clusters are developed under the schemes of Government of Maharashtra and Government of India.

Mr. Sudhir Gogate, Executive Director, Keihin Fie emphasised on the importance of adherence to international quality standards to be competitive in global markets. He suggested MSMEs to focus on five key areas of competitiveness, namely, quality, cost, delivery, development and management. He said Indian companies have already emerged cost competitive in some segments of the engineering
Mr. Mukesh Samtani, Assistant Director, EEPC India, while sharing his views on engineering exports from India, stated that India’s export of engineering goods rose from a mere 0.5% of total exports in 1955-56 to 25% in 2017-18 and that the engineering sector was the backbone of Indian economy as it accounts for a considerable share of the industrial activity and the country’s foreign exchange revenue.

Mr. Samtani suggested engineering companies in Kolhapur and neighbouring areas to take advantage of business opportunities in Columbia and Philippines. Columbia is the second largest market after Brazil for India’s engineering goods in the entire Latin America. He suggested engineering companies to participate in the Bogota International Trade Show, which is said to be the largest trade fair in Latin America with more than 700 exhibitors and 50,000 visitors. The trade fair is scheduled for September 2018.

Speaking about Philippines, Mr. Samtani said it is the fastest growing economy in the 10-member ASEAN bloc, with a GDP growth of 9.8% in 2016. India’s engineering export to Philippines has grown to 22% during 2017-18 and many Indian companies were exploring this rapidly growing market. He invited companies to participate in INDEE Philippines which coincides with International Metalworking Philippines in Manila (August 22-25, 2018), the largest metalworking show in Philippines that attracts more than 15,000 visitors from various countries.

Mr. Sunny Garg, Manager, EXIM Bank pointed out that Kolhapur has a huge untapped export potential in sugar and allied products, cotton and other natural fabrics, articles of iron and steel and machinery.
Together, these products have untapped export potential to the tune of US$ 18 billion from India. He explained the role of EXIM Bank in promoting exports of small and medium enterprises in India and invited SMEs to avail of short-term and long-term credit offered by EXIM Bank and take advantage of other initiatives such as EXIM Mitra and Grassroots Initiative and Development (GRID). He also informed that EXIM Bank conducts match making, skill development and capacity building initiatives to promote exports of MSMEs.

Mr. Nitin Deshpande, Zonal Manager, Bank of India addressed the concerns of MSMEs in availing bank credit. As a lead banker for three districts in the vicinity of Kolhapur, he assured participants that Bank of India will take the lead in addressing all concerns of MSMEs and would take their grievances to the appropriate forum.

Mr. Deshpande suggested exporters to opt for export credit instead of working capital as they would have an advantage of extending the initial duration of 180 days to almost 360 days, depending on the repayment capacity of the borrower. He also explained the advantages of availing foreign currency loans for exporters as they earn their revenue in US dollars.

Mr. Deshpande advised MSME units to apply for bank credit through Udyog Mitra portal, under which banks sanction loans upto Rs 5 crore within 12 working days and loans above Rs 5 crore within 21 working days.

Proposing the vote of thanks, Mr. Milind Patil, Head-International Cell, Saturday Club Global Trust informed that his organisation has 48 chapters across Maharashtra and more than 2,000 members, who are small and medium enterprises and that he is looking forward to organising more such programmes with MVIRDC World Trade Centre Mumbai.

World Trade Day Kolhapur was supported by Kolhapur Chamber of Commerce and Industry, EXIM Bank, Engineering Export Promotion Council (EEPC), URJA Kranti Business Foundation and several other industry associations.

The event was attended by more than 180 representatives of MSMEs, women enterprises, large corporate houses and multinational companies from industrial areas of Shiroli, Five Star, Ichalkaranji, Satara, Sangli, etc.
Representatives of MSMEs, women enterprises, large corporate houses and multinational companies

PRESS CLIPPING
ICHALKARANJI
Pre Coverage Advertisement
Pudhari - June 18, 2018
Business Standard - June 18, 2018

WORLD TRADE DAY MAHARASHTRA IN ICHALKARANJI
on
Enhancing Export Opportunities for MSMEs

Wednesday, June 20, 2018 at 5:30 pm
Venue: Rotary Club Hall, Near Mahesh Seva Samiti Date Mala, Ichalkaranji, Maharashtra

Maharashtra as a whole has contributed significantly to India’s exports. MSMEs form a major portion of these industries including women entrepreneurs, innovators and start-ups that have contributed to the growth of these regions and are aspiring to export to international markets. I am sure that World Trade Day Maharashtra will provide the much-needed direction for budding entrepreneurs, aspiring start-ups and to new and existing MSMEs a roadmap for exports to international markets.

- Shri Subhash Desai
Minister of Industries and Mining, Government of Maharashtra

Speakers

Mr. S.D. Shelke
General Manager
District Industries Centre, Ichalkaranji

Mr. Mukesh Samtani
Assistant Director
Engineering Export Promotion Council

Mr. Abhaysinh Jaysinh Phalake
Deputy Commissioner
Mumbai Customs

Mr. N. D. Mhatre
Director General (Technical)
Indian Textile Accessories & Machinery Manufacturer’s Association

Mr. Bhagwan Chandnani
Regional Head
SIDBI

Members of the Board

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| 6.10 pm - 6.30 pm| **Special address**  
Mr. Abhaysinh Jaysinh Phalake, Deputy Commissioner, Mumbai Customs Zone |
| 6.30 pm - 6.50 pm| **Government of Maharashtra Initiatives to Promote MSME Competitiveness**  
Mr. S. D. Shelke, General Manager, District Industries Centre, Kolhapur |
| 6.50 pm - 7.10 pm| **Access to Finance**  
Mr. Bhagwan Chandnani, Regional Head, SIDBI |
| 7.10 pm - 7.30 pm| **Importance of Cutting-edge Technology in Textile Manufacturing**  
Mr. N. D. Mhatre, Director General (Technical), Indian Textile Accessories & Machinery Manufacturer’s Association |
| 7.30 pm - 7.50 pm| **Role of EEPC INDIA to Grow Engineering Exports and Doing Business with Colombia and Philippines**  
Mr. Mukesh Samtani, Assistant Director and Mr. Pratap Singh, Executive Officer, EEPC India |
| 7.50 pm – 8.15 pm| **Question and Answer**  
(Moderator: WTC Mumbai) |
| 8.15 pm onwards  | **Vote of Thanks – Urja Foundation** |
ICHALKARANJI | June 20, 2018

MSME Cluster Development Projects in Ichalkaranji Will Enhance Exports from Maharashtra

The forth programme of the 2nd edition of World Trade Day Maharashtra was held in Ichalkaranji at Rotary Club Hall on June 20, 2018. The focus of the programme was booming textile, textile machinery and engineering sectors.

**Ichalkaranji: Manchester of Maharashtra**

Ichalkaranji is one of the leading industrial towns in the district of Kolhapur and it is famously known as ‘Manchester of Maharashtra’ because of its strong textile industry. Textile products made in handlooms and power looms in Ichalkaranji are supplied to different parts of India and abroad. The yarn produced in these units are either exported directly or sent to other parts of India for further processing before being exported. The weaving community in Ichalkaranji caters to domestic and international fashion brands. Some of these names include Raymond, Armani, Banana Republic, Hugo Boss, and Paul Smith.

Besides textile, the economy of Ichalkaranji depends on the engineering industry. Significantly, the town is famous for production of measurement instruments used in engineering and other manufacturing industries. Other engineering goods produced in Ichalkaranji are parts and accessories of motor vehicles and articles of iron or steel, to name a few.

Sugarcane industry is another significant contributor to the economy of Ichalkaranji. The town hosts several sugar mills that produce jaggery and bagasse, which is the residue from sugarcane processing. Bagasse has multiple uses such as biofuel, pulp and as raw material for producing paper.

In his welcome address, Mr. Anil Velde, Joint Director-Trade Promotion and Marketing, MVIRDC World Trade Centre Mumbai said that World Trade Day was organised in Ichalkaranji since it is a textile hub of Maharashtra. He suggested that MSMEs in Ichalkaranji and neighbouring areas to explore global markets. This can be achieved by taking advantage of
World Trade Centre Mumbai’s affiliation with World Trade Centers Association and its network of 320 World Trade Centers across 80 countries, connecting one million businesses across sectors.

He also enlightened participants on various government schemes and incentives to support MSMEs in Maharashtra. Specifically, he mentioned about the Package Scheme of Incentive (PSI) 2013, Dr. Babasaheb Ambedkar Scheduled Caste/Scheduled Tribe Development Programme and Women Entrepreneurship Policy.

Chief Guest Mr. Abhay Singh Phalake, Deputy Commissioner, Mumbai Customs Zone, in his Keynote Address, spoke on various concerns of exporters and briefed on government’s steps to ease procedural complexities in GST. He informed participants that Mumbai customs had cleared all pendency of Integrated Goods and Services Tax (IGST) refunds of exporters and was fully equipped to settle all claims of duty drawback within three days. He also advised exporters to ensure that their shipping agencies must submit Export General Manifest (EGM) to the customs office on time to enable timely settlement of IGST refunds. He explained procedures for claiming Rebate on State Levies (RoSL) and suggested exporters to register their bank account with the Customs Department to get hassle-free refunds.

Mr. Bhagwan Chandhani, Regional Head, SIDBI said that the bank catered to more than 3.60 lakh beneficiaries, including at least 500 MSME clusters in the country. He suggested textile companies in Ichalkaranji to become globally competitive by taking advantage of Government of India’s technology upgradation fund scheme, popularly known as TUFS. Allaying concerns about tedious procedures for applying loan, Mr. Chandhani advised MSMEs to apply loans online through its ‘mitra’ portals. In this SIDBI portal, MSMEs can access services of 1.25 lakh bank branches across the country without physically visiting them. They can also make requests to more than 17,000 handholding agencies for filing loan applications, financial training, skill training, mentoring, and access to margin money or subsidy, among others.

Mr. S. D. Shelke, General Manager, District Industries Centre, Kolhapur stated that Kolhapur district had some of the fastest growing MSME clusters in Maharashtra and the textile cluster in Ichalkaranji is a leading example of it. He mentioned that the district receives nearly 30% of the entire expenditure from the Government of Maharashtra towards incentives for MSMEs and have recorded phenomenal growth in the number of MSMEs.

Mr. Mukesh Samtani, Assistant Director, Engineering Export Promotion Council, India urged textile machinery manufacturers and engineering companies in Ichalkaranji and neighbouring areas to explore business opportunities in Columbia and Philippines. Columbia is the second largest market
after Brazil for India’s engineering goods in the Latin America. He invited engineering companies to participate in the Bogota International Trade Show scheduled in September 2018 which is the largest trade fair in Latin America with more than 700 exhibitors and 50,000 visitors. Speaking about Philippines, Mr. Samtani said it is the fastest growing economy in the 10-member ASEAN bloc, with a GDP growth of 9.8% in 2016. India’s engineering export to Philippines has grown to 22% during 2017-18 and many Indian companies were exploring this rapidly growing market. He invited companies to participate in INDEE Philippines which coincides with International Metalworking Philippines in Manila (August 22-25, 2018), the largest metalworking show in Philippines that attracts more than 15,000 visitors from various countries.

Mr. N. D. Mhatre, Director General (Technical), Indian Textile Accessories & Machinery Manufacturer’s Association (ITAMMA) guided MSMEs on adopting cutting-edge technologies to become globally competitive. He emphasised that cutting-edge technologies not only enhance productivity but also improve product quality, save energy, reduce waste and protect environment. Referring to cutting-edge technologies that are redefining fashion in the textile industry, he shared an example of how world’s leading footwear firm Nike is adopting 3D-printed clothing to enhance performance of athletic footwear. Pointing to the unmet demand for textile machineries, he mentioned that India produces only US$ 1.2 billion worth of textile machines against the market size of US$ 2.7 billion.

Ms. Urmila Gaikwad, President, Urja Foundation presented the vote of thanks. Ms. Gaikwad remarked that the powerloom industry in Ichalkaranji is globally competitive and the quality of textile machinery manufactured is on par with imported equipment. However in recent years, this industry is facing several challenges such as power cut, labour shortage, compliance burden of GST, etc.

The textile industry is the major source of livelihood in this area and the above challenges faced by them are affecting the entire economy of Ichalkaranji. Ms. Gaikwad further mentioned that programmes such as World Trade Day may serve as useful platforms to bring together industry and policy implementing agencies to discuss fruitful solutions and the way forward.

World Trade Day Ichalkaranji was supported by Rotary Club, Kolhapur Chamber of Commerce and Industry, EXIM Bank, Engineering Export Promotion Council (EEPC), Converse International, The Ichalkaranji Powerloom Weaver’s Co-operative Association Ltd, Ichalkaranji Lions Club, Ichalkaranji Engineering Association, Saturday Club Global Trust and local industry body SLIMA.

The programme was supported by Maharashtra Industry Trade and Investment Facilitation Cell (MAITRI) and Urja Foundation. It received an overwhelming response from over 150 representatives of MSMEs, women entrepreneurs, large corporate houses, multinational companies, non government organisations and trade associations from industrial areas in and around Ichalkaranji.

Mr. N. D. Mhatre, Director General (Technical), Indian Textile Accessories & Machinery Manufacturer’s Association (ITAMMA)
PRE COVERAGE

**June 19, 2018 - Daily Mahasatta**

**PRESS CLIPPING**

**June 23, 2018 - Daily Mahasatta**
AURANGABAD
Pre Coverage Advertisement
Pudhari - June 18, 2018
Business Standard - June 18, 2018

WORLD TRADE CENTRE®
MUMBAI

WORLD TRADE DAY MAHARASHTRA IN AURANGABAD

Enhancing Export Opportunities for MSMEs

Wednesday, June 20, 2018 at 2:00 pm
Venue: MASSIA Conference hall, P-15, M.I.D.C. Area Waluj, Aurangabad-431136

Maharashtra as a whole has contributed significantly to India’s exports. MSMEs form a major portion of these industries including women entrepreneurs, innovators and start-ups that have contributed to the growth of these regions and are aspiring to export to international markets. I am sure that World Trade Day Maharashtra will provide the much-needed direction for budding entrepreneurs, aspiring start-ups and to new and existing MSMEs a roadmap for exports to international markets.

- Shri Subhash Desai
Minister of Industries and Mining, Government of Maharashtra

Speakers

Mr. Rajat Srivastava
Regional Director
Western region, Engineering Export Promotion Council (EEFC)

Ms. Sunita Sindhwani
General Manager
EXIM Bank

Mr. Vinod M. Paratkar
Director, INDO-ASEAN Business Advisory (IABA)

Ms. Suresh Todkar
Deogiri Electronics Cluster Pvt. Ltd.

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Vice Chairman
MVIRDC WTC Mumbai

Capt. Suresh C. Batra
Vice Chairman
MVIRDC WTC Mumbai

Y. R. Wazirkar
Managing Director
MVIRDC WTC Mumbai

Rupa Naik
Senior Director
MVIRDC WTC Mumbai

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<td><strong>Recent Promotional Initiatives of the Government to Promote the Competitiveness of MSME</strong>&lt;br&gt;Mr. D. S. Guralwar, General Manager, District Industries Centre, Aurangabad</td>
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<td><strong>Export Opportunities for the Engineering Products: Doing Business with LAC, Columbia and Philippines</strong>&lt;br&gt;Mr. Rajat Srivastava, Regional Director-Western Region, EEPC India</td>
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<td><strong>Export Facilitation through EXIM Bank</strong>&lt;br&gt;Mr. Rupesh Kumar, Regional Head, EXIM Bank</td>
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<td><strong>Emerging Opportunities in the Electronic Sector</strong>&lt;br&gt;Mr. Suresh Todkar, Director, Deogiri Electronics Cluster Pvt. Ltd.</td>
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<td>4.30 pm – 4.50 pm</td>
<td><strong>Presentation on Ajanta Pharma</strong>&lt;br&gt;Mr. Lalit Amru, Deputy General Manager, Ajanta Pharma</td>
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<tr>
<td>4.50 pm – 5.10 pm</td>
<td><strong>Question and Answer</strong></td>
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<tr>
<td>5.10 pm – 5.20 pm</td>
<td><strong>Vote of thanks</strong>&lt;br&gt;Ms. Dhanashree Gawankar, Officer-Trade Promotion, MVIRDC World Trade Centre Mumbai</td>
</tr>
<tr>
<td>5.30 pm onwards</td>
<td>High Tea</td>
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AURANGABAD | June 20, 2018

MSMEs in Aurangabad Must Explore Opportunities in Latin America and ASEAN Countries

The fifth programme of the 2nd edition of World Trade Day Maharashtra was organised in Aurangabad in association with Maharashtra Industry Trade and Investment Facilitation Cell (MAITRI) and Marathwada Association of Small Scale Industries & Agriculture (MASSIA) on June 20, 2018 at MASSIA Conference Hall.

Aurangabad: Pharmaceutical auto components hub of Maharashtra

Aurangabad is the 10th most populous district in Maharashtra with a population of 3.7 million and 13th largest district in terms of area (10,107 sq. km.). Jowar and cotton are the principal crops grown in Aurangabad. Other crops in the district are bajra, pulses, wheat and sugarcane. Aurangabad and its neighbouring district of Jalna have significant presence of industries, especially in sectors such as automotive, engineering, pharmaceutical, agro-based industries, breweries, construction, steel and consumer durable goods. Chikhalthana Industrial Estate and Waluj Industrial Estate in Aurangabad house companies in automotive, forgings, electrical equipment and other machinery sector.

Aurangabad is famous for its export-oriented auto components industry and the goods are shipped to more than 50 countries. Similarly, pharmaceutical is another dominant sector in Aurangabad with the presence of more than 60 companies. The city is home to five pharmaceutical companies that are approved by the U.S. Food & Drug Administration.
An emerging sector in this district is electronic manufacturing. In 2017, Government of India decided to set up the first brownfield electronics manufacturing cluster, in two phases in Aurangabad at a total cost of around Rs. 48 cr.

Aurangabad is also a popular tourist destination of India as it houses the UNESCO World Heritage Site of Ellora, featuring historical monuments and artworks.

In his welcome address, Mr. A. O. Kuruvila, Advisor-Trade & Education, MVIRD World Trade Centre Mumbai said that the main objective of World Trade Day Aurangabad is to inspire and guide existing and aspiring entrepreneurs about emerging opportunities and challenges in international trade. I hope this event will generate useful insights and business leads for micro, small and medium enterprises (MSMEs) to take their business to the international market.

The administrative division of Aurangabad includes districts such as Jalna, Beed, Parbhani, Hingoli, Latur, Osmanabad and Nanded. Government of Maharashtra is promoting industrialisation in these districts by offering various fiscal incentives. This division contributes 15.9% to the total population of Maharashtra and 10.1% to the total economic output of the state.

In future, the ambitious Delhi-Mumbai Industrial Corridor (DMIC) project is also expected to contribute tremendously to the industrial development of Aurangabad. Under this project, Government of India will develop industrial corridor on 84.17 sq km extending from the existing Maharashtra Industrial Development Corporation’s (MIDC) Shendra Industrial Park to the town of Bidkin. This proposed industrial corridor, also known as Shendra Bidkin Industrial Area (SBIA) is located around 15 km from downtown Aurangabad.

Elaborating on the district’s export contribution, Mr. Dilip Shankar Guralwar, Senior District Manager, District Industries Centre Aurangabad informed that there are 174 enterprises who held Import Export Code in Aurangabad in 2016-2017. The district witnessed export worth Rs. 13985 crore from 56 companies (including MSMEs and large corporate houses).

Mr. Rupesh Sharma, Regional Head, EXIM Bank pointed out that Aurangabad has a huge untapped export potential in fabrics (cotton and silk), pharmaceuticals, cereals and plastic tubes. He mentioned that approximately 40% of India’s total export is from the MSME sector. Apart from agriculture, MSMEs are the creator of large scale manpower employment and is a source of livelihood for millions. He explained the role of EXIM Bank in promoting exports from small and medium enterprises in India. He invited SMEs to avail of the short-term and long-term credit offered by the Bank and take advantage of other initiatives such as EXIM Mitra and Grassroots Initiative and Development (GRID). EXIM Bank conducts matchmaking, skill development and capacity building initiatives to promote exports from MSMEs.

Mr. Suresh Todkar, Director, Deogiri Electronics Cluster Pvt. Ltd said that India’s demand in 2020 for
electronic goods will increase to US$ 400 billion. He also discussed government’s initiative in the electronic sector like Modified Special Incentive Package Scheme (M-SIPS) to offset disability and attract investments in electronic manufacturing. The scheme provides capital subsidy of 20% in SEZ (25% in non-SEZ) for units engaged in electronics manufacturing.

Mr. Rajat Srivastava, Regional Director-Western Region, EEPC India shared views on engineering exports from India. He mentioned that India’s export of engineering goods rose from a mere 0.5% of total exports in 1955-56 to 25% in 2017-18. Engineering sector is the backbone of Indian economy as it accounts for a considerable share of the industrial activity and the country’s foreign exchange revenue.

Mr. Srivastava suggested engineering companies in Aurangabad and neighbouring areas to take advantage of business opportunities not only in English-speaking countries but also neighbouring countries in Asia as well as Latin America Countries. Columbia is the second largest market after Brazil for India’s engineering goods in the entire Latin America. He suggested engineering companies to participate in the Bogota International Trade Show, which is said to be the largest trade fair in Latin America with more than 700 exhibitors and 50,000 visitors. The trade fair is scheduled in September 2018.

Speaking about Philippines, Mr. Srivastava said it is the fastest growing economy in the 10-member ASEAN trading bloc, with a GDP growth of 9.8% in 2016. India’s engineering exports to Philippines has grown to 22% during 2017-18 and many Indian companies are exploring this rapidly growing market. He invited companies to participate in INDEE Philippines which coincides with International Metalworking Philippines in Manila (August 22-25, 2018), the largest metalworking show in Philippines that attracts more than 15,000 visitors from various countries.

Explaining the vast trade potential and opportunities in ASEAN countries, Mr. Vinod Paratkar, Director, Indo-ASEAN Business Advisory said that two-way trade between India and ASEAN moved up to approximately USD 72 billion in 2016-17 from USD 65 billion in 2015-16. In 2017, India’s exports of goods to ASEAN countries stood at approximately USD 31 billion while imports stood at approximately USD 41 billion. India has export potential in areas like petroleum products, organic chemicals, automobiles (including auto parts), pharmaceuticals, gems and jewellery, engineering goods, domestic products and apparel and clothing accessories. IT, banking, healthcare, education are areas in services having export potential.

The event was attended by more than 70 representatives of MSMEs, women enterprises, trade and industry, administrative agencies, financial institutions, academic and research institutions. The knowledge session featured insightful presentations from senior officials of district industries centre, export promotion council, export finance institution and consultancy organisations.
NAGPUR
Pre Coverage Advertisement
Business Standard - June 18, 2018
Navbharat Times - June 20, 2018
Navrashtra - June 20, 2018

WORLD TRADE DAY MAHARASHTRA IN NAGPUR
Enhancing Export Opportunities for MSMEs

Saturday, June 23, 2018 at 2:00 pm
Venue: Vidarbha Industries Association, Udyog Bhavan Civil Lines, Nagpur

Maharashtra as a whole has contributed significantly to India’s exports. MSMEs form a major portion of these industries including women entrepreneurs, innovators and start-ups that have contributed to the growth of these regions and are aspiring to export to international markets. I am sure that World Trade Day Maharashtra will provide the much-needed direction for budding entrepreneurs, aspiring start-ups and to new and existing MSMEs a roadmap for exports to international markets.

- Shri Subhash Desai
Minister of Industries and Mining, Government of Maharashtra

Speakers

Mr. Rajat Srivastava
Director & Regional Head
EEPC Mumbai (India)

Ms. Sunita Sindhwani
Chief General Manager
EXIM Bank

Mr. Panaj Borkar
Dy. Controller of F&D, GIL-PO
Mumbai and Head, Rajiv Gandhi National Institute of Intellectual Property Management

Mr. G. O. Bharti
General Manager
District of Industries Center

Mr. Sameer Gokhale
Marketing Manager
Maharashtra Airport Development Company Ltd

Members of the Board

Kamal M. Morarka
Chairman
MVIRDC WTM Mumbai

Shahid P. Upasani
Vice Chairman
MVIRDC WTM Mumbai

Vijay G. Kalantri
Vice Chairman
MVIRDC WTM Mumbai

Cipla. Semesh C. Bajia
Vice Chairman
MVIRDC WTM Mumbai

Y. R. Warunkar
Executive Director
MVIRDC WTM Mumbai

Raja Naik
Senior Director
MVIRDC WTM Mumbai

To Participate, Contact:
MVIRDC World Trade Centre Mumbai
t: 022 66343368 | e: vrubali@wtcmumbai.org
Vidarbha Industries Association
t: 0712 286 1211 | e: virgand@vira.org

Follow us on: f | l | i | c | w | wtcindia
World Trade Day Maharashtra in Nagpur

‘Enhancing Export Opportunities for MSMEs’

Saturday, June 23, 2018 at 2.00 p.m.

Venue: Vidarbha Industries Association, Udyog Bhavan Civil Lines, Nagpur

Programme

<table>
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<tr>
<td>2.00 pm – 2.30 pm</td>
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</table>
| 2.30 pm – 2.45 pm | **Welcome Address**  
Mr. A. O. Kuruvila, Advisor-Trade & Education, MVIRDC World Trade Centre Mumbai |
| 2.45 pm – 2.55 pm | **Opening Remarks**  
Mr. Atul Pande, President, Vidarbha Industries Association |
| 2.55 pm – 3.15 pm | **Recent Promotional Initiatives of the Government to Promote Competitiveness of MSMEs**  
Mr. G. O. Bharti, General Manager, District Industries Centre Nagpur |
| 3.15 pm – 3.35 pm | **Export Opportunities for Engineering Products : Doing Business with LAC (Columbia and Philippines)**  
Mr. Rajat Srivastava, Regional Director-Western Region, EEPC India |
| 3.35 pm – 3.55 pm | **Significance of Trade Finance for SMEs/Role of EXIM Bank in Promoting Exports**  
Ms. Sunita Sindhwani, General Manager, EXIM Bank |
| 3.55 pm – 4.15 pm | **MIHAN – A Catalyst for Exports from Nagpur**  
Mr. Sameer Gokhale, Marketing Manager, Maharashtra Airport Development Company Ltd. |
| 4.15 pm – 4.35 pm | **Question & Answer** |
| 4.35 pm – 4.40 pm | **Vote of thanks**  
Ms. Vrushali Khopkar, Senior Officer-Trade Promotion, MVIRDC World Trade Centre Mumbai |
| 4.40 pm onwards | **High Tea** |
Nagpur is the geographical center of India. It is the fifth most populous district in Maharashtra and the fourth largest contributor to the overall economic output of the state. The geographic advantage of the district facilitates Nagpur as a logistics hub of India.

Nagpur: Beyond the Orange City

Nagpur is the geographical center of India. It is the fifth most populous district in Maharashtra and the fourth largest contributor to the overall economic output of the state. The geographic advantage of the district facilitates Nagpur as a logistics hub of India.

Nagpur’s connectivity with Mumbai will get a major boost when the proposed eight-lane expressway ‘Maharashtra Samruddhi Mahamarg’ (701-km long and 120-metre wide) is completed. This expressway will enable people and cargo to reach Mumbai from Nagpur in eight hours. Nagpur is ranked the cleanest city and the second greenest city in the entire country. The City is a major commercial and political center of the Vidarbha region of Maharashtra.

The main crops grown in the district are paddy, Jowar, soyabean, cotton wheat and tur. Nagpur is popularly known as ‘Orange City’ as it is a major producer of oranges in India. It is endowed with rich mineral resources such as coal, manganese, dolomite, limestone, iron ore, clay, copper ore, chromites, tungsten ore, zinc ore, lead ore, granite, quartzes, etc.

Nagpur has a well-diversified manufacturing sector with MSMEs and industrial clusters engaged in food processing, electrical and electronic goods, textile, apparel, articles of wood, rubber, base metals, auto components etc. Some of the exportable items from Nagpur are steel bar, rice, manganese oxide, spun yarn, aluminium sheet, castings, fabric, steel forging, dal, mango puree, partially oriented yarn, spun yarn, wool yarn and others.

Seated (L-R): Mr. Gaurav Sarda, Chairman, Vidarbha Industries Association; Mr. Rajat Srivastava, Regional Director-Western Region, EEPC India; Mr. Atul Pande, President, Vidarbha Industries Association; Mr. A. O. Kuruvilla, Advisor-Trade & Education, MVIRDC World Trade Centre Mumbai; Ms. Sunita Sindwani, Chief General Manager, Export Import Bank of India and Mr. Dinesh Daga, Deputy General Manager, Maharashtra State Agriculture, Marketing Board (MSAMB).
In order to promote regional development and exports, Government of Maharashtra is developing a ‘Multi-Model International Passenger and Cargo Hub Airport at Nagpur’ (MIHAN). A key feature of this project is the development of a 2000-hectare Special Economic Zone (SEZ) that will house export-oriented units in information technologies, gems and jewellery, garments, electronic goods, pharmaceuticals, processed foods and others. MIHAN project has state-of-the-art airport, road terminal, rail terminal, various other allied services such as housing, health city and international school to name a few.

Nagpur underwent development with the government investing approximately Rs. 5000 crore towards setting up business infrastructure. Presently, the Butibori industrial area forms a major portion of the economic backbone of Nagpur which is the biggest in Asia.

The major product of the region is synthetic polyester yarn. Hyundai Unitech, KEC, ACC Nijon Casting Limited and Videocon Washing Machine and several textile companies have set up facilities in Nagpur. Another important factor that has enhanced Nagpur’s business and economy is the industries that exist on the western side of the city which include Hingna Industrial Estate comprising 900 medium and small plants such as NECO Limited, Mahindra and Mahindra, Bajaj Auto Group, Ajanta Toothbrushes, Candido, Vicco Laboratories and many units of international combustion.

Mr. A. O. Kuruvila, Advisor-Trade & Education, MVIRDC World Trade Centre Mumbai in his welcome address said that the main objective of World Trade Day Nagpur was to inspire and guide existing and aspiring entrepreneurs about the opportunities and challenges in international trade. He expressed hope that the event would generate useful insights and business leads for micro, small and medium enterprises (MSMEs) to explore business opportunities in international market.

Mr. Atul Pande, President, Vidarbha Industries Association mentioned about the long association World Trade Centre Mumbai has with Vidarbha Industries Association (VIA) and how both organisations have been promoting international trade among their respective regions.

Mr. Samarth Chaturvedi, Chief Manager, EXIM Bank presented on EXIM Bank’s role in facilitating export opportunities in the region. He explained the role of EXIM Bank in promoting exports of small and medium enterprises in India. He invited SMEs to avail the short-term and long-term credit offered by EXIM Bank and take advantage of other initiatives such as EXIM Mitra and Grassroots Initiative and Development (GRID). EXIM Bank conducts matchmaking, skill development and capacity building initiatives to promote exports from MSMEs.

Mr. Dinesh Daga, Deputy General Manager, Maharashtra State Agriculture, Marketing Board informed about various export promotion activities undertaken by MSAMB. These include mandarin export from Karanja Ghadge: Wardha District; meeting of stakeholders of oranges in Karanja Ghadge; orange export facility to Mahaorange (orange growers co-operative societies); revolving fund of Rs. 50 Lakh given to Mahaorange with 40 containers of oranges exported to Sri Lanka and trail shipments to Bahrain and Singapore.
Further, green chili and okra exports from Amravati District; banana export from Akola District; awareness programmes on exports and marketing; participation in international exhibitions and horticulture export training courses were other successfully executed initiatives by MSAMB.

Mr. Rajat Srivastava, Regional Director-Western Region, EEPC India shared views on engineering exports from India. He specified that India’s export of engineering goods rose from a mere 0.5% of total exports in 1955-56 to 25% in 2017-18. Engineering sector is the backbone of Indian economy accounting for a considerable share of the industrial activity and the country’s foreign exchange revenue.

Mr. Srivastava suggested engineering companies in Nagpur and neighbouring areas to take advantage of business opportunities in neighbouring countries in Asia as well as Latin America Countries. Columbia is the second largest market after Brazil for India’s engineering goods in the entire Latin American Region.

He suggested engineering companies to participate in the Bogota International Trade Show, which is the largest trade fair in Latin America with more than 700 exhibitors and 50,000 visitors. The trade fair is scheduled for September 2018.

World Trade Day Nagpur received an overwhelming response from more than 80 participants representing trade and industry, administrative agencies, financial institutions, academic and research institutions.
World Trade Day (WTD) is an annual event that aims to enhance the core competencies of various regions and promote trade opportunities. The event is organized by World Trade Centre (WTC) and its associated organizations to raise awareness about the benefits of trade and the importance of fostering strong business relationships among MSMEs (Micro, Small, and Medium Enterprises). The Second series of World Trade Day (WTD) was organized by VIA (Vidarbha Industries Association) in Nagpur, Maharashtra, in association with World Trade Centre Mumbai. The event focused on creating awareness among MSMEs about the significance of trade and economic cooperation.

"World Trade Day is for enhancing core competencies of various regions," said Gaurav Sarda, the Chairman of VIA. "We are organizing programmes at regular intervals for the benefit of our members and exporters of our region. Our region offers huge potential for MSMEs in engineering goods, auto-components, agro-based industries, leather, electrical equipment, chemicals, metal products, glass and ceramics, plastics and food processing."

The event also highlighted the role of banks and financial institutions in promoting exports and trade. "The participation of banks and financial institutions in promoting exports is crucial," said Nalini Shrivastava, President, EXIM Bank. "We are providing facilities and services to support MSMEs in their export activities."

The event was attended by several dignitaries and representatives from various organizations, emphasizing the importance of collaboration and partnership in promoting trade. "The collaboration between public and private sectors is key to the success of World Trade Day," said Rakesh Kumar, CEO, Maharashtra State Agriculture Marketing Board. "By bringing together stakeholders from different sectors, we aim to foster a conducive environment for trade and economic growth."

The event concluded with a call to action for MSMEs to take advantage of the opportunities presented by World Trade Day and participate in international trade.
WORLD TRADE CENTRE BHUBANESHWAR

Cordially invite you to the

World Trade Day & Annual Members Meet

Chief Guest
Shri. Prafulla Samal
Hon'ble Cabinet Minister
Department of Micro Small & Medium Enterprises
Government of Odisha
Saturday, 19th May 2018 | 5:30 pm Onwards
Conference Hall, 5th floor
New Extension Building, IDCO Towers, Bhubaneswar

Followed by Dinner

RSVP

World Trade Centre, Bhubaneswar Odisha Association
3rd Floor, Extension Building, IDCO Towers, Janpath, Bhubaneswar
T: 0674-2541233 / +91-9090090011 E: tradepromotion@wtcbhubaneswar.org
## Programme

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<td>5.30 pm - 6.00 pm</td>
<td>Registration</td>
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<tr>
<td>6.00 pm - 6.10 pm</td>
<td><strong>Welcome Address by</strong>&lt;br&gt;Ms. Rupa Naik, Director, World Trade Centre Bhubaneswar</td>
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<tr>
<td>6.10 pm - 6.20 pm</td>
<td><strong>Address by</strong>&lt;br&gt;Shri. L. N. Gupta, IAS, Additional Chief Secretary, Department of MSMEs, Government of Odisha</td>
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<tr>
<td>6.20 pm - 6.30 pm</td>
<td><strong>Address by</strong>&lt;br&gt;Shri. Sanjeev G. Dewalwar, IRS, Commissioner, Central Excise, Customs &amp; Service Tax, Bhubaneswar</td>
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<tr>
<td>6.30 pm - 7.15 pm</td>
<td><strong>Theme Address</strong>&lt;br&gt;Prof (Dr.) K. Rangarajan, Head, Indian Institute of Foreign Trade, Kolkata</td>
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<tr>
<td>7.15 pm - 7.30 pm</td>
<td><strong>Address by</strong>&lt;br&gt;Shri. Prafulla Samal, Hon’ble Cabinet Minister, Department of MSME, Government of Odisha</td>
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<tr>
<td>7.30 pm - 7.40 pm</td>
<td><strong>Address by</strong>&lt;br&gt;Shri. Chittaranjan Satapathy, Ex-Commissioner of Customs, Mumbai Airport</td>
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<tr>
<td>7.40 pm - 7.45 pm</td>
<td><strong>Address by</strong>&lt;br&gt;Mr. Sushant Kumar Mohanty, Chief General Manager (Land), Odisha Industrial Infrastructure Development Corporation</td>
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<tr>
<td>7.45 pm - 8.00 pm</td>
<td><strong>Presentation of Awards and Announcement of Sectoral Think Tanks</strong></td>
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<tr>
<td>8.00 pm</td>
<td><strong>Vote of Thanks</strong>&lt;br&gt;Ms. Nimeshika Natarajan, Assistant Director, World Trade Centre Bhubaneswar</td>
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**Networking Dinner**
World Trade Centre Bhubaneswar celebrated World Trade Day on the theme ‘International Trade – Gateway to Odisha’s Prosperity’ in Bhubaneswar on May 19, 2018. On the occasion, Chief Guest Mr. Prafulla Samal, Hon’ble Cabinet Minister, Department of MSME, Government of Odisha said that the MSME Sector was vital to the State of Odisha and its government was making concerted efforts to energise the sector making it sustainable and vibrant. The sector contributes significantly to GDP of the State and provides large-scale employment.

Odisha has made considerable progress in enhancing exports in recent years and the Government of India had named Odisha as the ‘Champion State in growth of Exports’ in 2016-17. Mr. Prafulla Samal commended the efforts of the World Trade Centre Bhubaneswar in consolidating the business and trade landscape of Odisha. He assured every assistance in furthering the activities of the Centre for the promotion of trade and industry in the State.

According to Shri. L. N. Gupta, IAS, Additional Chief Secretary, Government of Odisha, and that the state lays special emphasis on exports and Odisha was making every effort to create a viable ecosystem for the promotion of international trade. Admittedly, today exports is a priority for the State and the State had set a target of Rs. 1 lakh crore of exports by 2025 from the current level of Rs 48,000 crore (around 7 billion). In 2016-17, Odisha achieved an impressive export growth of 114% and with this outstanding performance the State has clinched the 10th position among all states in the country, Mr. L. N. Gupta revealed.

The Draft Export Policy of Odisha would be released shortly which will set out the strategy for exports. Mr. Gupta urged trade to focus on improving the standards and quality of products and gradually switching over to value-added production. Product and market diversification are crucial aspects in developing new markets and businesses must focus on downstream and ancillaryisation of industries. Mr. Gupta urged businesses to explore setting up units in the Aluminium Park in Angul and Plastic Park at
Speaking on trade facilitation, Mr. Sanjeev G. Dewalwar, IRS, Commissioner, Central Excise, Customs and Service Tax said that the state, endowed with a long coastline, has ample opportunities for the development of coastal tourism. In respect of port facilities, Paradip, Dhamra and Gopalpur are natural harbours which can bring mother vessels to the shore. Greater concentration should be on improving port infrastructure, warehouses, availability of electricity, etc. MSMEs can play a major role in developing port ancillaries, Mr. Dewalwar said.

Paradip. In the tourism sector there are ample opportunities for eco-tourism, Mr. Gupta observed.

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Deliberating on the role of Odisha Infrastructure and Industrial Development Corporation (IDCO), Mr. Sushant Kumar Mohanty, Chief General Manager (Land), Odisha Industrial Infrastructure Development Corporation stated that the Corporation had plans to set up an exhibition and convention centre and was looking for suitable land for the project. Odisha is blessed with raw materials and other resources and has been able to attract a lot of investments in various sectors in recent years. Now the primary focus is on the auto, hydro power, food processing, tourism, aviation industry, pharma, among others and the real value addition has to come from MSME units. With the Government’s policy of Ease of Doing Business, IPR 2015 and Start-up Policy, industry and trade will receive great impetus in the coming years, Mr. Mohanty observed.

Speaking on this occasion Professor (Dr.) K. Rangarajan, Director, Indian Institute of Foreign Trade, Kolkata highlighted the opportunities for enhancing exports from the state. According to Dr. Rangarajan, Odisha needs to strategise its exports keeping in view the developments in the global spectrum and the State’s inherent strength and resources. Globally developing economies accounted for 41% of merchandise trade and 34% of services trade. Further, Intra-Asian trade last year rose by 12%, nearly two times faster than world trade. In terms of commodities, world exports of agriculture products rose by 5% p.a. to $1588 billion. Odisha needs to tap these emerging opportunities to promote faster growth of its exports. The State has rich mineral resources namely, aluminium, bauxite, iron and steel. It has vast agricultural and marine resources. Odisha has skilled manpower and good infrastructure. In the context of the emerging developments, Odisha needs to focus on the emerging Asian markets in the sectors of processed foods, garments, electronics, engineering goods and arts and crafts. In 2016-17, MSME exports from Odisha were to the tune of USD 2.3 billion, Dr. Rangarajan revealed.

Dr. Chittaranjan Satapathy, former Commissioner of Customs, Mumbai Airport, urged industry to work with the Government in a sustained manner so as to understand the pulse of commerce in the State. On the part of the government there should be greater engagement with trade and business to mitigate their day-to-day problems and constraints. Dr. Satapathy commended the work of World Trade Centre Bhubaneswar and hoped that the scope of activities of the Centre would intensify in the coming years keeping in view the specific needs of trade and industry.

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Ms. Rupa Naik, Director, World Trade Centre Bhubaneswar, mentioned that this was the second edition of World Trade Day being organised in Bhubaneswar, which is a reflection of the renewed interest in this event. Through World Trade Day, WTC Bhubaneswar was aiming to reach out to trade and industry of Odisha to make them aware of the importance and relevance of international trade in building a strong economy for the State of Odisha.

Further awards were presented to MSMEs under the categories of Business Leadership, Small Business Global Trade, MSME Export Achievement and Innovative Enterprise.
Business Leadership awards were given to - Mr. Debasish Patanaik, Director, Hotel Sukhmaya (The Crown); Mr. Ramesh Mahapatra, Chairman, Magnum Group of Industries; Mr. Sidhartha Palo, Executive Director, Siddhartha Engineering Pvt Ltd; Mr. Pradip Mohanty, Chairman, SN Mohanty Group of Companies and Mr. Mahendra Gupta, Gupta Power and Infrastructure Pvt. Ltd.

Small Business Global Trade awards were given to - Mr. Shakti Mishra, Managing Director, Kalinga Exports; Ms. Saswati Pattnaik, Managing Director, Oneness Kalinga Organics Exports Ltd; Mr. Piyush Agarwal, Managing Director, Salubrity & Pabulum Healthcare and Mr. Benjamin Simon, Managing Director, Travel Link Pvt. Ltd.

MSME Export Achievement awards were given to - Mr. Dev Kumar Patra, Director, Cold Chain Solutions; Mr. Amarjit Patnaik, Managing Director, Eastern Gourmet and Mr. A. K. Sharda, Managing Director, Shree Sampanna Foods Pvt Ltd.

Innovative Enterprises awards were given to - Mr. Pawan Mohta, Founder, 3 Sixty Retails; Mr. Subrata Panigrahi, Director Institute of Quality & Environment Management Services; Mr. Jeevan Sangram Dash, Founder, Kalpavriksh; Mr. Aurobindo Panda, Managing Director, Lex Protector International Law Office; Mr. Sujeet Kumar, Founder, LexMantra; Mr. Devasish Sarangi, Co-Founder, Little Steps; Mr. Narasingha Panigrahi, Director, Shree Ganesh Recycling and Mr. Pradeep Kumar, Director, Weightrack.

The awards were presented by Mr. Prafulla Samal, Hon’ble Cabinet Minister, Department of Micro, Small & Medium Enterprises, Government of Odisha; Mr. L. N. Gupta, IAS, Additional Chief Secretary, Department of Micro, Small & Medium Enterprises Government of Odisha; Mr. Sanjeev Dewalwar, IRS, Commissioner Central Excise, Customs & Tax, Bhubaneswar; Mrs. Rupa Naik, Director, World Trade Centre Bhubaneswar and other senior officials from the government as well as the trade and industry fraternity.

“It’s a great initiative taken by World Trade Centre Bhubaneswar to award MSMEs for their exemplary contributions to the economic activities of the State. This recognition is a great encouragement for them to pursue international trade”, said Mr. Samal after presentation of the awards.

WTC Bhubaneswar announces ‘Sectoral Think Tanks’

On the sidelines of World Trade Day celebration World Trade Centre Bhubaneswar announced Sectoral Think Tanks (STTs). The Centre took the initiative to identify important and potential sectors of the State of Odisha and formed think tanks under the categories of Agriculture & Food Processing, Tourism & Hospitality, Women Forums, Technology Innovation & Start-ups, and Infrastructure & Smart City.

The think tanks comprised members of World Trade Centre Bhubaneswar. Leading business members from the identified sectors headed the think tanks as Honorary Convenors and Co-convenors. The think tanks were constituted with the purpose of understanding how these sectors could further develop and conduct business both domestically and internationally with the help of WTC Bhubaneswar.

Mrs. Rupa Naik, Director, World Trade Centre, Bhubaneswar felicitated the Convenors and Co-convenors in the presence of Mr. Prafulla Samal, Hon’ble Cabinet Minister, Department of Micro, Small & Medium Enterprises Government of Odisha, Mr. L. N. Gupta, IAS, Additional Chief Secretary, Department of Micro, Small & Medium Enterprises, Government of Odisha, Mr. Sanjeev Dewalwar, IRS, Commissioner Central Excise, Customs & Tax, Bhubaneswar and other senior officials from the government as well as the trade and industry fraternity.

The initiative was well received by the august gathering. “We shall diligently get involved in the activities of the centre for development of international trade with focus on the prime sectors”, said one of the members present on the occasion.
GLIMPSES
WORLD TRADE DAY 2018

PRESS CLIPPINGS

May 20, 2018 - Amruta Duniya (Page 13)

May 20, 2018 - Manthan (Page 2)

May 20, 2018 - Duniya Khabar (Page 3)

May 20, 2018 - Odisha Bhaskar (Page 4)
WORLD TRADE DAY 2018

May 20, 2018 - **Pragativadi** (Page 9)

May 20, 2018 - **Sambad** (Page 16)

July 23, 2018 - **Prameya** (Page 19)
May 21, 2018 - The New Indian Express (Page 6)

‘Odisha poised to be startup destination’

EXPRESS NEWS SERVICE

PM Modi said Odisha is a ‘strategic destination’ for startups. “We are confident of achieving the target of 1 lakh crores export,” he added.

While speaking at the launch of the World Trade Day, organized by the World Trade Organization (WTO), MoS for Commerce, Industry, and Textiles, Nirmala Sitharaman, said Odisha should aim to boost exports. She said the state has a large potential to boost exports, especially in the sectors of electronics, pharmaceuticals, and automobiles.

May 22, 2018 - The Statesman (Page 14)

Bhubaneswar World Trade Centre to launch think tanks

STATEMENT NEWS SERVICE

Bhubaneswar World Trade Centre (WTC) Bhubaneswar, in collaboration with the Odisha government, has launched a think tank to promote trade and investment in the state. The centre has identified four key areas for focus: agriculture, tourism, IT, and textiles.

May 22, 2018 - Darshan (Page 5)

World trade day 2018

World Trade Day is observed every year on May 21 to promote trade and investment in a country. This year, the theme of World Trade Day is “Trade for All: Better Trade, Better Life.”

May 22, 2018 - Indian Era (Page 7)

World Trade Centre observes World Trade Day

Bhubaneswar, May 21: World Trade Centre (WTC) Bhubaneswar, organized World Trade Day here in the city. Members of the trade body joined together to observe the World Trade Day. World Trade Centre Bhubaneswar highlighted the theme of World Trade Day as “Trade for All: Better Trade, Better Life.”

May 22, 2018 - Suryaprava (Page 7)

World Trade Day

Suryaprava, May 21: World Trade Centre (WTC) Bhubaneswar, organized World Trade Day here in the city. Members of the trade body joined together to observe the World Trade Day. World Trade Centre Bhubaneswar highlighted the theme of World Trade Day as “Trade for All: Better Trade, Better Life.”
WORLD TRADE CENTRE GOA

Cordially invites you to the

WORLD TRADE DAY

Tuesday, 29th May 2018 | 2:30 pm Onwards
at Nalanda hall, 5th Floor, EDC Building,
Dr. Atmaram Borkar Road, Panaji Goa

World Trade Day is a noteworthy event in the calendar of several members of World Trade Centers Association, namely World Trade Center Atlanta, World Trade Center Denver, World Trade Center Miami. The event celebrates the significance of international trade in economic development and discusses opportunities and challenges for connecting SMEs to global market. The celebration of World Trade Day gained prominence with the official proclamation of national observance by US President Franklin D. Roosevelt in May 1935.

TOPIC of DISCUSSION
The 4th Industrial Revolution and its Impact on World Trade

KEY SPEAKERS

Mr. D. Kumar Pillai
Managing Director, Oriyon Plastics and Packaging Products P. Ltd.

Mr. Bharat Kamat
Director - Kamat Infratech Pvt. Ltd.

Mr. Ambar Kamat
Director, Eintellize Infotech

Mr. Chester Fernandes
Business Development Executive - Aksay Clean Energy

No Participation fees | Prior Registration compulsory

Kindly confirm your participation to:
Mr. Cyril Desouza
Assistant Director - Trade Promotion, World Trade Centre Goa
Tel: 0832-2431108 | Email: cyril@wtcgoa.org
World Trade Day in Goa  
‘The 4th Industrial Revolution and its Impact on World Trade’  
Saturday, May 29, 2018 at 2.30 p.m.  
Venue: Nalanda, EDC House, Panaji, Goa

**Programme**

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>2.30 pm - 2.45 pm</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>2.45 pm – 2.55 pm</td>
<td><strong>Welcome Address</strong></td>
<td>Mr Cyril Desouza, Assistant Director-Trade Promotion, World Trade Centre Goa</td>
</tr>
<tr>
<td>3.00 pm – 3.30 pm</td>
<td><strong>Keynote Address</strong></td>
<td>Mr. D. Kumar Pillai, Managing Director-Oriyon Plastics and Packaging products Pvt. Ltd.</td>
</tr>
<tr>
<td>3.30 pm - 4.00 pm</td>
<td><strong>Block Chain and Cyber Security</strong></td>
<td>Mr. Ambar Kamat, Director, Eintellize Infotech</td>
</tr>
<tr>
<td>4.00 pm - 4.30 pm</td>
<td><strong>Resource Efficiency and Circular Economy - A Green Building Perspective</strong></td>
<td>Mr. Bharat Kamat, Director, Kamat Infratech Pvt. Ltd.</td>
</tr>
<tr>
<td>4.30 pm - 5.00 pm</td>
<td><strong>Renewable Energy Point of View</strong></td>
<td>Mr. Chester Fernandes, Business Development Executive, Akshay Clean Energy</td>
</tr>
<tr>
<td>5.00 pm - 5.30 pm</td>
<td><strong>Question &amp; Answer</strong></td>
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<tr>
<td>5.30 pm – 5.35 pm</td>
<td><strong>Vote of Thanks</strong></td>
<td>Mr. Cyril Desouza, Assistant Director-Trade Promotion, World Trade Centre Goa</td>
</tr>
</tbody>
</table>
Mr. D. Kumar Pillai, Managing Director, Oriyon Plastics and Packaging Products Pvt. Ltd., delivered the keynote address. Mr. Pillai said that the Fourth Industrial Revolution (Industry 4.0) will transform the way one lives, works and relates. It will blur the boundaries between people, internet and the physical world. He said that by 2020 one can expect to see the first robotic pharmacy, first 3D printed car and 90% of the people will have regular access to the internet. Industry 4.0 will be a disruptive force and he foresees that office jobs will plummet whereas automotive jobs will grow. Factory workers will lose jobs but data analysts will gain jobs, communication will be digitalised and artificial intelligence and robots will do most of the work which will lead to more time for leisure activities. Thus, he said that although the technologies will be disruptive it will be good for mankind in the long run.


Mr. D. Kumar Pillai, Managing Director, Oriyon Plastics and Packaging Products Pvt. Ltd., delivered the keynote address. Mr. Pillai said that the Fourth Industrial Revolution (Industry 4.0) will transform the way one lives, works and relates. It will blur the boundaries between people, internet and the physical world. He said that by 2020 one can expect to see the first robotic pharmacy, first 3D printed car and 90% of the people will have regular access to the internet. Industry 4.0 will be a disruptive force and he foresees that office jobs will plummet whereas automotive jobs will grow. Factory workers will lose jobs but data analysts will gain jobs, communication will be digitalised and artificial intelligence and robots will do most of the work which will lead to more time for leisure activities. Thus, he said that although the technologies will be disruptive it will be good for mankind in the long run.

Mr. Ambar Kamat, Director, Eintillize Infotech, addressed the delegates on ‘Blockchain Technology and Cyber Security’. He said that blockchain technology is an incorruptible digital ledger of transactions that can be programmed to record not only financial transactions but virtually everything of value. He further elaborated that blockchain technology would greatly benefit in know your customer process and maintaining land records. He was optimistic that digital revolution would create more jobs to the tune of 1.5 million as investments in cyber security will be enhanced over a period of time.

Mr. Bharat Kamat, Director, Kamat Infratech Pvt Ltd and Chairman of Indian Green Buildings Council, Goa Chapter spoke on ‘Resource Efficiency and Circular Economy’ a Green Building Perspective. The Green Buildings Movement started in 2001 with one building of 20,000 square feet which has now grown to 4,509 Green Buildings Projects covering 5.27 billion square feet. He highlighted tangible and intangible benefits of green buildings such as reduction of carbon dioxide, energy and water
conservation and overall enhancement of indoor environment quality. Mr. Kamat stated that the Indian Green Buildings Council promotes circular economy by designing waste, using more renewable energy and reducing embodied carbon over a whole building lifecycle.

Mr. Chester Fernandes, Business Development Executive, Akshay Clean Energy briefly explained the business opportunities that renewal energy sector offers. Mr. Fernandes provided the example of global lithium ion battery market which is expected to grow significantly and offers business opportunities in battery storage manufacturing. He pointed out that the Fourth Industrial Revolution will open up new opportunities in electricity generation by harnessing wind power, solar power and biomass. He highlighted some of the government initiatives such as Central Finance Assistance and Make in India that would significantly contribute to enhance the business opportunities especially in solar power. Mr. Fernandes also presented business opportunities that are available to Goan and local MSMEs in manufacturing solar panels, inverters and smart meters.

Mr. Cyril Desouza, Assistant Director-Trade Promotion, World Trade Centre Goa said that the past Industrial Revolutions initially led to significant loss of jobs but at the same time improved productivity. They provided a better standard of living, improved quality of life, created new jobs and opened up newer opportunities for investment. The Fourth Industrial Revolution will be based on digital technologies, creating more lucrative avenues for investments and global trade.

The event received an overwhelming response from participants representing trade and industry, financial institutions, MSMEs and women enterprises, among others.

PRESS CLIPPINGS

May 30, 2018  
Navhind Times (Page 9)

June, 2018  
Business Goa (Page 38)
GLIMPSES

Mr. Cyril Desouza, Assistant Director-Trade Promotion, World Trade Centre Goa addressing the audience.

Mr. Bharat Kamat, Director, Kamat Infratech Pvt. Ltd. interacting with participants.
WORLD TRADE CENTRE JAIPUR

Invitation
On the occasion of International MSME Day
World Trade Centre Jaipur
organizes

WORLD TRADE DAY
on Enhancing Export Opportunities for MSME’s

Wednesday, June 27, 2018 | 3:00 pm
at Conference Hall, MSME Development Institute
Bias Godam Industrial Estate, Kartarpur Phatak, Jaipur

Chief Guest
Mr. M. K. Saraswat
Director, MSME Development Institute, Jaipur

Theme Address
Mr. Vikas Gupta
Dy. Director, MSME Jaipur
Schemes for SME’s with emphasis
on Zed certification

Special Address
Mr. G. K. Mishra
Assistant Director General
Directorate General of Foreign Trade, Jaipur

Followed by High-Tea

No Participation Fee | Prior Registration Compulsory

To Participate, Contact:
Mr. Navneet Agarwal
t: +9987777977 | e: navneet@wtcjaipur.org
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10.00 am- 10.30 am</td>
<td>Registration</td>
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<tr>
<td>10.30 am – 10.50 am</td>
<td><strong>Welcome Address</strong>&lt;br&gt;Mr. Navneet Agarwal, Assistant Director-Trade Promotion, World Trade Centre Jaipur</td>
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<tr>
<td>10.50 am – 11.10 am</td>
<td><strong>Address by</strong>&lt;br&gt;Mr. Ajay Sharma, Assistant Director, MSME Jaipur</td>
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<tr>
<td>11.10 am – 11.30 am</td>
<td><strong>Address by</strong>&lt;br&gt;Mr. Anil Khurana, General Secretary, Jaipur Industrial Estate Association</td>
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<tr>
<td>11.30 am – 11.50 am</td>
<td><strong>Address by</strong>&lt;br&gt;Mr. Brijesh Kulthia, General Secretary, GEMs &amp; Jewellery Manufacturer Association, Jaipur</td>
</tr>
<tr>
<td>11.50 am – 12.10 pm</td>
<td><strong>Address by</strong>&lt;br&gt;Mr. Satendra Gupta, General Secretary, Jaipur Embroidery &amp; Textile Association</td>
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<tr>
<td>12.10 pm – 12.30 pm</td>
<td><strong>Address by</strong>&lt;br&gt;Mr. Gopal Das Gupta, President, Jaipur Industrial Estate Association</td>
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<tr>
<td>12.30 pm – 12.50 pm</td>
<td><strong>Foreign Trade Policy 2015-20</strong>&lt;br&gt;Mr. G. K. Mishra, Assistant Directorate General of Foreign Trade, Udyog Bhawan</td>
</tr>
<tr>
<td>12.50 pm – 1.10 pm</td>
<td><strong>Importance of Patent &amp; Trademarks Registration in Export Marketing</strong>&lt;br&gt;Mr. Rohit Jain, Patent &amp; Attorney Trade Innovation Services, Jaipur</td>
</tr>
<tr>
<td>1.10 pm – 1.20 pm</td>
<td><strong>The ZED Journey and ratings, Scheme applicability, Schemes objectives, Subsidy by Govt. Of India, Benefits</strong>&lt;br&gt;Mr. Vikas Gupta, Deputy Director, MSME- Development Institute, Ministry of MSME, Government of India, Jaipur</td>
</tr>
<tr>
<td>1.20 pm – 1.30 pm</td>
<td><strong>Address by</strong>&lt;br&gt;Mr. G. S. Khandelwal, Assistant Director, MSME Development Institute, Jaipur</td>
</tr>
<tr>
<td>1.30 p.m. onwards</td>
<td><strong>Networking Lunch</strong></td>
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</table>
World Trade Centre Jaipur organised World Trade Day Jaipur in association with MSME Jaipur which coincided with United Nations International MSME Day on June 27, 2018 at the state office of MSME Development Jaipur. On the occasion a live telecast of ‘UDYAM SANGAM-2018’, organised by Ministry of MSME, New Delhi, featured a speech by Hon'ble President of India, Shri Ram Nath Kovind. The speech commemorated the celebrations of the 2nd United Nations Micro, Small and Medium-sized Enterprise Day which was organised for local industrial associations, District Industries Centres (DICs) and other stakeholders along with a one and half hour session on export-related issues, addressed by eminent speakers.

Mr. Gopal Das Gupta, President, Jaipur Industrial Estate Association addressing the audience. Seated (L-R): Mr. G. K. Mishra, Assistant Directorate General of Foreign Trade, Udyog Bhawan; Mr. Navneet Agarwal, Assistant Director -Trade Promotion, World Trade Centre Jaipur; Mr. Vikas Gupta, Deputy Director, MSME-Development Institute, Ministry of MSME, Government of India, Jaipur and Mr. Satendra Gupta, General Secretary, Jaipur Embroidery & Textile Association.

World Trade Centre Jaipur organised World Trade Day Jaipur in association with MSME Jaipur which coincided with United Nations International MSME Day on June 27, 2018 at the state office of MSME Development Jaipur. On the occasion a live telecast of ‘UDYAM SANGAM-2018’, organised by Ministry of MSME, New Delhi, featured a speech by Hon'ble President of India, Shri Ram Nath Kovind. The speech commemorated the celebrations of the 2nd United Nations Micro, Small and Medium-sized Enterprise Day which was organised for local industrial associations, District Industries Centres (DICs) and other stakeholders along with a one and half hour session on export-related issues, addressed by eminent speakers.

Mr. Anil Khurana, General Secretary, Jaipur Industrial Estate Association; Mr. Satendra Gupta, General Secretary, Jaipur Embroidery & Textile Association and Mr. G. K. Mishra, Assistant DGFT Udyog Bhawan, Jaipur made important recommendations such as power subsidy, easy export financing and refinancing, GST exemptions and loan restructuring for the benefit and progress of the MSME sector.

Elaborating on the export promotion measures, Mr. Vikas Gupta, Deputy Director, MSME-Development Institute, Ministry of MSME, Government of India, Jaipur explained the benefit MSME units can draw from Zed Certification and support they can receive by becoming empanelled professionals with the ministry.

Mr. Satendra Gupta further added that the share of Indian MSME products such as readymade garments, leather goods, processed foods and engineering items in the total Indian exports is about 34%. This is commendable both in terms of value and their share within the MSME sector. In cases such as sports goods, it accounts for 100% share in exports. In view of this, high priority is given to promote exports from micro and small sectors in India's export promotion strategy. Accordingly, there are special thrust areas such as simplification of procedures, incentives for higher exports, preferential treatment to MSMEs in the market.
Mr. Navneet Agarwal, Assistant Director-World Trade Centre Jaipur proposed the Vote of Thanks.

The programme received an overwhelming response and was attended by over 100 participants from various sectors. It was supported by Jaipur Industrial Estate Association, Jaipur Embroidery & Textile Association, Gems & Jewellery Association, Jaipur and FIEO, Jaipur.
India’s merchandise exports stood at about USD 314 billion in FY14. They plunged to USD 262 billion in FY16 and since then have recovered to about USD 303 billion in FY18. As such, India’s oil exports constituted about 20 per cent of the total merchandise exports in FY14, while the same constituted only about 13 per cent in FY18. This can be attributed to the falling oil prices in the period.

However, India could not take advantage of the falling oil prices in terms of cheaper imports between FY14 and FY17 and the same did not manifest into increase in non-oil exports. While the announcement of demonetization and rollout of GST have been temporary disruptions of the past two years, the bigger challenge has been that ‘Make in India’ has not taken off well and has not been able to generate increased employment and export opportunities.

Although India has gained 30 notches in terms of ‘Ease of Doing Business’ rankings in 2018 and is enjoying high FDI, the country is facing a poor investment climate with rising NPAs with banks.

As in 2016, India ranked 20th in terms of world exports and 14th in terms of world imports. However, the agricultural, industrial and demographic profiles of India suggest that India has a huge potential of increasing its share in international trade. Moreover, in order to succeed with our Free Trade Agreements, we need our agriculture and manufacturing to become more competitive, as also focus on value addition to enhance our exports.

Although a weakening currency entails stimulating exports ahead (since goods become cheaper), refirming of global oil prices will impact our trade balance negatively. Since oil is the most important import good for India, higher price would indicate higher import expenditure, thus widening the trade deficit. Further, rising protectionism will force us to phase out our export subsidies in the coming years.

The challenge of reviving our stagnant exports is daunting. However, despite the slowdown in merchandise exports, our exports in services have been higher than imports, indicating that India is a net service exporter. We should encash this window of opportunity, apart from deliberating on ways to improve our merchandise exports.

World Trade Day 2018 served as an effective platform to create awareness about the benefits of international trade among micro, small and medium enterprises (MSMEs) in several districts of Maharashtra and Goa, Bhubaneshwar and Jaipur. The programme also served as an effective platform for these enterprises to express their challenges in participating in international trade. Existing and aspiring exporters shared their challenges in accessing finance, complying with tax procedures, claiming duty benefits and competing with foreign companies.

Experts from EXIM Bank, ECGC and other organizations are of the view that Maharashtra has tremendous untapped export potential in agriculture, textile, pharmaceuticals and other sectors. For instance, the district of Kolhapur has tremendous scope to enhance exports of sugar and allied products, cotton and other natural fabrics, articles of iron and steel and machinery. On the other hand, Ahmednagar has export potential in milk and other dairy products, pulses, spices and machinery, besides other commodities. Policymakers need to provide thrust on exports as an engine of growth to enable Maharashtra become a USD 1 trillion economy by 2025, as envisaged by the state government.

World Trade Centre Mumbai conducted a survey on the challenges faced by MSMEs in Maharashtra where the World Trade Day programmes were held. The findings of the survey suggest that micro enterprises that have limited access to formal sources of finance such as banks and financial institutions find the cost of raising finance high, whereas micro and small enterprises (MSEs) that have access to formal sources of raising finance do not find the cost such as interest rate on loans very high. However, most MSEs are unaware of
Further, some medium-scaled organizations have thought of raising finance from the capital market. However, most MSMEs opined that the factors that restrict them from scaling up their businesses include unavailability of skilled labour, technology constraints and high infrastructure costs. MSMEs expressed that the factors crucial for the growth of their organizations include availability of skilled labour, technology upgradation, better infrastructure facilities and most importantly, awareness of government schemes and incentives from the government.

A majority of participating MSMEs did not export to the international markets. However, those that did considered ‘difficulty in adhering to international standards’, ‘time taken at the port before shipping’ and ‘lack of co-operation from banks’ as challenges faced in exporting. Most MSMEs were also not aware of government schemes such as the MEIS (Merchandise Export from India Scheme) and SEIS (Service Export from India Scheme).

Most MSMEs were also not a part of clusters and therefore did not derive benefits from being a part of one such as access to common production / processing centres, design centres, testing facilities, etc. The incentives they sought to enhance their competitiveness include awareness of government schemes, tax incentives, market research, skill development, improved labour laws, technology upgradation, cheap credit and better infrastructure.

In order to realize the unexplored potential of exports and to enhance overall economic growth in the states, we suggest the following policy actions:

1. **Access to finance:** Although the central and state governments have taken several steps to enhance access to finance for exporters, many entrepreneurs still complain about practical challenges in getting credit on time. Therefore, policymakers may consider the following suggestions to ensure timely access to entrepreneurs at reasonable interest cost.

   **a. Strategic partnership with start-up lenders:** Bank financing has been a principal source of credit for exporters and importers so far. It is time micro and small entrepreneurs are trained to look beyond banks for availing capital. Several start-up companies such as FlexiLoans, Capital Float, CoinTribe facilitate collateral-free lending to MSME sector. These companies use machine learning and artificial intelligence to assess the credit risk of borrowers. By using these technologies, start-up companies are able to facilitate collateral-free loans to entrepreneurs without much hassle of paper work and verification of documents. However, many entrepreneurs are not aware of the services of these start-up companies. State governments must form strategic partnership with these companies and create awareness about their services among MSMEs in various districts of the state.

   As a first step in this direction, state governments must encourage MSMEs to shift all their business transactions from cash to online. By shifting their business operations online, these enterprises leave digital footprint. Start-up lending companies examine this digital footprint (through machine learning and artificial intelligence) to assess the creditworthiness of these enterprises.

   **b. Setting up credit guarantee fund by state government:** Government of India has set up a credit guarantee fund (under CGTMSE scheme) so that MSMEs can access collateral free loans from banks. However, this initiative seems inadequate as many entrepreneurs still complain about non-availability of loans through this scheme. In order to supplement this initiative, state governments may explore the possibility of setting up a credit guarantee fund for MSME borrowers in the state.

   **c. Dedicated fund for exporters:** In 2015, Government of Maharashtra set up a SEBI-registered alternative investment fund (AIF), known as Maharashtra State Social Venture Fund, to support start-up enterprises. The state government may consider setting up similar fund to support aspiring and existing exporters. The government may tie-up
with management institutions and incubation centres to identify innovative business ideas (related to exports) and financially support these ideas through this fund. The state government may also hold competitions in rural and semi-urban areas inviting innovative business models. The most promising business models can be financially supported through this fund.

Alternatively, such a fund can be set up in association with Maharashtra State Financial Corporation (MSFC). This corporation provides financial assistance to enterprises, including export oriented units, for modernization and technology upgradation. Government of Maharashtra can enhance financial support to MSFC for targeted lending to exporters.

d. Miscellaneous measures to enhance access to credit: Apart from the above measures, state governments, in association with district industry associations must conduct various outreach programmes to address the practical challenges in accessing credit through following ways:

- **Promoting Professional Book Keeping practices:** Many micro and small enterprises do not maintain their books of accounts in a professional way. Therefore, many a times, bankers turn away their loan requests because of lack professional financial statements. Therefore, state governments must hold awareness programmes in association with local chambers of commerce on the importance of professional book keeping practices. The government can also partner with local training institutes to identify micro entrepreneurs and train them on book keeping and managerial practices.

- **Export Facilitation Cell:** In one of our earlier reports, we have recommended the setting up of export facilitation cell in every district. Such a cell must hold periodic town hall with local enterprises and receive their feedback (or grievances) in accessing credit. This feedback must be submitted (for appropriate action) to the Lead District Manager (LDM), who runs the Lead Bank Scheme of Reserve Bank of India. This scheme was introduced by RBI, in 1969, to enhance the flow of bank credit to MSMEs and other priority sectors, especially in rural areas.

2. **Awareness on government schemes:** Government of India and state-run financial institutions have introduced several steps to enhance flow of bank credit to exporters. Micro and small enterprises are not aware of many of these initiatives. For instance, SIDBI has launched Udyamimitra Portal to provide ‘End to End’ solutions for delivery of credit and also for a host of credit-plus services to MSMEs. Some of the services provided under this portal are hand holding support, application tracking, multiple interface with stakeholders (i.e. banks, service providers, applicants) and so on. SIDBI has also launched a MITRA Mobile App for making loan applications by MSMEs. State governments must collaborate with local industry bodies to organize awareness programmes on these schemes of various government bodies and institutions.

3. **Cluster Development:** It is commendable that the Government of Maharashtra has initiated the Maharashtra State Industrial-Cluster Development Programme (MSI-CDP). State governments should encourage cluster development in order to promote innovation, and increase productivity and energy efficiency of MSMEs. Organizations such as Foundation for MSME Clusters (FMC) specialize in promoting MSMEs through cluster and value chain-led development. Targeted Cluster Development Programmes with the help of such organizations can help MSMEs reap the benefits of Common Production / Processing, Design, Training, R&D, Marketing Display / Selling and Logistics Centres, and Common Raw Material Bank / Sales Depots, Testing Facilities, Effluent Treatment Plants, etc., thereby increasing their competitiveness.

4. **Potential Markets:** Electrical Equipments, Fabricated Metal Products, Machinery and Equipments, and Textiles, Wearing Apparel, Leather and Related Products constitute some of the major industries of the regions where the World Trade Day programmes were held. The tables below highlight the shares of economies that majorly trade in these commodities vis-à-vis that of India. Although countries such as China, Germany, Japan and Italy are net exporters of Electrical Equipments, Fabricated Metal Products except machinery and equipments, and Machinery and Equipments n.e.c., they are also
major importers of these products, suggesting that they do value addition. The United States, France and the United Kingdom are net importers of these products. However, their share in trade of these products is higher than that of India.

Thus, countries such as China, Germany, United States, Japan, Italy, France and the United Kingdom together account for around 40-46 per cent of imports of these products. India's share in global exports in these industries is miniscule around 1-2 per cent, except for textiles, wearing apparel, leather and related products where India has a marginally higher share of about 4 per cent. Policymakers and industry bodies must assist Indian MSMEs in these identified sectors to enhance their exports in these markets. Further, India should enter into bilateral and free trade agreements with these economies to enhance our export potential and get integrated into global value chains. Apart from this, we should encash our existing FTAs to increase our export share in world trade.

<table>
<thead>
<tr>
<th>Industry</th>
<th>China</th>
<th>Germany</th>
<th>United States</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Electrical Equipments</td>
<td>26.0</td>
<td>9.9</td>
<td>8.2</td>
<td>4.9</td>
<td>3.0</td>
<td>2.5</td>
<td>1.8</td>
<td>0.7</td>
</tr>
<tr>
<td>Fabricated metal products, except machinery and equipments</td>
<td>22.4</td>
<td>11.5</td>
<td>8.7</td>
<td>3.2</td>
<td>5.1</td>
<td>2.6</td>
<td>1.9</td>
<td>1.9</td>
</tr>
<tr>
<td>Machinery and equipments n.e.c.</td>
<td>12.9</td>
<td>14.8</td>
<td>12.1</td>
<td>8.5</td>
<td>6.5</td>
<td>3.1</td>
<td>3.1</td>
<td>0.9</td>
</tr>
<tr>
<td>Textiles, wearing apparel, leather and related products</td>
<td>37.0</td>
<td>4.0</td>
<td>2.5</td>
<td>0.7</td>
<td>5.6</td>
<td>2.6</td>
<td>1.7</td>
<td>4.1</td>
</tr>
</tbody>
</table>

Source: Calculated using data available on OECD
The following tables reveal the Top Ten Exporters, their Major Markets and their Market Size in the industries mentioned above, along with the same for India, indicating the market potential for India in these regions:

### Top Ten Exporters of Electrical Equipments and their Major Markets (USD Million, in 2015)

<table>
<thead>
<tr>
<th>Exporter</th>
<th>Total</th>
<th>United States</th>
<th>Hong Kong</th>
<th>Japan</th>
<th>Germany</th>
<th>United Kingdom</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>China</strong></td>
<td>206,996</td>
<td>42,653</td>
<td>31,922</td>
<td>12,114</td>
<td>8,996</td>
<td>6,307</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>78,445</td>
<td>8,072</td>
<td>6,510</td>
<td>5,054</td>
<td>3,880</td>
<td>3,799</td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td>65,431</td>
<td>19,463</td>
<td>13,797</td>
<td>3,325</td>
<td>2,151</td>
<td>2,045</td>
</tr>
<tr>
<td><strong>Hong Kong</strong></td>
<td>41,089</td>
<td>22,943</td>
<td>4,590</td>
<td>2,152</td>
<td>1,262</td>
<td>756</td>
</tr>
<tr>
<td><strong>Japan</strong></td>
<td>39,295</td>
<td>9,089</td>
<td>6,927</td>
<td>4,550</td>
<td>2,621</td>
<td>1,835</td>
</tr>
<tr>
<td><strong>Mexico</strong></td>
<td>33,563</td>
<td>30,557</td>
<td>594</td>
<td>292</td>
<td>179</td>
<td>174</td>
</tr>
<tr>
<td><strong>Korea</strong></td>
<td>33,507</td>
<td>13,402</td>
<td>4,043</td>
<td>2,833</td>
<td>1,482</td>
<td>1,292</td>
</tr>
<tr>
<td><strong>Italy</strong></td>
<td>23,759</td>
<td>3,465</td>
<td>2,612</td>
<td>1,414</td>
<td>1,193</td>
<td>1,090</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>19,905</td>
<td>3,164</td>
<td>1,556</td>
<td>1,448</td>
<td>1,299</td>
<td>1,204</td>
</tr>
<tr>
<td><strong>Poland</strong></td>
<td>14,677</td>
<td>3,795</td>
<td>1,407</td>
<td>1,059</td>
<td>822</td>
<td>623</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>United States</th>
<th>United Arab Emirates</th>
<th>Germany</th>
<th>United Kingdom</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>India</strong></td>
<td>5,614</td>
<td>789</td>
<td>476</td>
<td>309</td>
<td>255</td>
<td>217</td>
</tr>
</tbody>
</table>

Source: Data extracted from OECD
### Top Ten Exporters of Fabricated Metal Products, except Machinery and Equipments and their Major Markets (USD Million, in 2015)

#### Major Markets

<table>
<thead>
<tr>
<th>Exporter</th>
<th>Total</th>
<th>United States</th>
<th>Japan</th>
<th>Germany</th>
<th>Hong Kong</th>
<th>United Kingdom</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>85,218</td>
<td>16,964</td>
<td>4,733</td>
<td>3,608</td>
<td>3,526</td>
<td>2,829</td>
</tr>
<tr>
<td>Germany</td>
<td>43,657</td>
<td>3,537</td>
<td>3,174</td>
<td>3,079</td>
<td>2,776</td>
<td>2,665</td>
</tr>
<tr>
<td>United States</td>
<td>32,984</td>
<td>8,424</td>
<td>8,255</td>
<td>1,658</td>
<td>1,055</td>
<td>1,049</td>
</tr>
<tr>
<td>Italy</td>
<td>19,458</td>
<td>3,702</td>
<td>2,499</td>
<td>1,319</td>
<td>934</td>
<td>931</td>
</tr>
<tr>
<td>Korea</td>
<td>13,910</td>
<td>2,268</td>
<td>2,078</td>
<td>1,430</td>
<td>913</td>
<td>660</td>
</tr>
<tr>
<td>Chinese Taipei</td>
<td>12,392</td>
<td>4,016</td>
<td>1,193</td>
<td>820</td>
<td>710</td>
<td>433</td>
</tr>
<tr>
<td>Japan</td>
<td>12,187</td>
<td>2,445</td>
<td>2,254</td>
<td>1,140</td>
<td>636</td>
<td>571</td>
</tr>
<tr>
<td>France</td>
<td>9,984</td>
<td>1,570</td>
<td>820</td>
<td>764</td>
<td>645</td>
<td>615</td>
</tr>
<tr>
<td>Poland</td>
<td>8,573</td>
<td>2,561</td>
<td>426</td>
<td>426</td>
<td>425</td>
<td>405</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>8,407</td>
<td>3,150</td>
<td>794</td>
<td>484</td>
<td>388</td>
<td>299</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exporter</th>
<th>Total</th>
<th>United States</th>
<th>United Arab Emirates</th>
<th>Germany</th>
<th>United Kingdom</th>
<th>Saudi Arabia</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>7,193</td>
<td>1,503</td>
<td>620</td>
<td>474</td>
<td>469</td>
<td>343</td>
</tr>
</tbody>
</table>

**Source:** Data extracted from OECD
### Top Ten Exporters of Machinery and Equipments n.e.c. and their Major Markets (USD Million, in 2015)

#### Major Markets

<table>
<thead>
<tr>
<th>Exporter</th>
<th>Total</th>
<th>United States</th>
<th>China</th>
<th>France</th>
<th>United Kingdom</th>
<th>Austria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>186,860</td>
<td>19,642</td>
<td>17,477</td>
<td>12,912</td>
<td>9,867</td>
<td>8,489</td>
</tr>
<tr>
<td>Germany</td>
<td>163,122</td>
<td>29,013</td>
<td>11,026</td>
<td>7,653</td>
<td>6,392</td>
<td>5,813</td>
</tr>
<tr>
<td>United States</td>
<td>153,457</td>
<td>33,385</td>
<td>23,205</td>
<td>10,171</td>
<td>6,142</td>
<td>5,464</td>
</tr>
<tr>
<td>Japan</td>
<td>107,346</td>
<td>24,400</td>
<td>19,421</td>
<td>7,813</td>
<td>6,803</td>
<td>5,792</td>
</tr>
<tr>
<td>Italy</td>
<td>81,978</td>
<td>8,432</td>
<td>7,681</td>
<td>6,195</td>
<td>3,691</td>
<td>3,477</td>
</tr>
<tr>
<td>Korea</td>
<td>45,953</td>
<td>11,673</td>
<td>7,549</td>
<td>3,157</td>
<td>2,583</td>
<td>1,738</td>
</tr>
<tr>
<td>Netherlands</td>
<td>40,252</td>
<td>6,117</td>
<td>4,074</td>
<td>2,849</td>
<td>2,626</td>
<td>2,449</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>39,042</td>
<td>6,892</td>
<td>3,184</td>
<td>2,272</td>
<td>1,614</td>
<td>1,500</td>
</tr>
<tr>
<td>France</td>
<td>38,942</td>
<td>6,216</td>
<td>3,323</td>
<td>2,588</td>
<td>2,576</td>
<td>2,309</td>
</tr>
<tr>
<td>Singapore</td>
<td>31,005</td>
<td>4,277</td>
<td>3,882</td>
<td>3,191</td>
<td>2,818</td>
<td>1,636</td>
</tr>
</tbody>
</table>

**Source:** Data extracted from OECD
### Top Ten Exporters of Textiles, Wearing Apparel, Leather and Related Products and their Major Markets (USD Million, in 2015)

#### Major Markets

<table>
<thead>
<tr>
<th>Exporter</th>
<th>Total</th>
<th>United States</th>
<th>Japan</th>
<th>Hong Kong</th>
<th>United Kingdom</th>
<th>Viet Nam</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>348,371</td>
<td>69,295</td>
<td>26,233</td>
<td>17,942</td>
<td>16,592</td>
<td>15,497</td>
</tr>
<tr>
<td>Italy</td>
<td>52,737</td>
<td>5,669</td>
<td>4,937</td>
<td>4,444</td>
<td>3,918</td>
<td>3,221</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>42,312</td>
<td>16,867</td>
<td>4,058</td>
<td>3,186</td>
<td>2,969</td>
<td>1,626</td>
</tr>
<tr>
<td>India</td>
<td>38,695</td>
<td>8,397</td>
<td>4,819</td>
<td>3,208</td>
<td>2,375</td>
<td>2,081</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>38,171</td>
<td>9,485</td>
<td>9,166</td>
<td>2,024</td>
<td>1,555</td>
<td>1,523</td>
</tr>
<tr>
<td>Germany</td>
<td>37,653</td>
<td>4,016</td>
<td>3,491</td>
<td>3,102</td>
<td>2,939</td>
<td>2,789</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>29,278</td>
<td>6,027</td>
<td>4,581</td>
<td>3,319</td>
<td>1,833</td>
<td>1,726</td>
</tr>
<tr>
<td>Turkey</td>
<td>24,863</td>
<td>3,749</td>
<td>2,651</td>
<td>1,938</td>
<td>1,394</td>
<td>1,099</td>
</tr>
<tr>
<td>France</td>
<td>24,430</td>
<td>2,747</td>
<td>2,334</td>
<td>2,086</td>
<td>1,916</td>
<td>1,841</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exporter</th>
<th>Total</th>
<th>United States</th>
<th>Japan</th>
<th>Hong Kong</th>
<th>United Kingdom</th>
<th>Viet Nam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>4,016</td>
<td>2,939</td>
<td>2,789</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>2,747</td>
<td>2,334</td>
<td>2,086</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>5,959</td>
<td>5,906</td>
<td>1,490</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data extracted from OECD

Government of India’s latest move to prepare a comprehensive export strategy is a timely and much sought-after initiative. We hope this strategy will envisage a co-ordinated effort among policymakers, export promotion bodies and industries to enhance India’s overall exports. With right policy thrust and focus on addressing infrastructure constraints, we are confident that Indian companies will be able to raise their competitiveness on par with the major exporters.
WTC Mumbai suggests policy measures to boost MSME exports in focus sectors

The second edition of World Trade Day received overwhelming response from more than 500 delegates representing micro, small and medium enterprises, women entrepreneurs, industry clusters, start-up enterprises and other businesses in various sectors. World Trade Day was held from June 27th to 29th 2018 across Kolkata, Chandigarh, Nagpur, Aurangabad, Ahmedabad and Mumbai.

"World Trade Day is a unique initiative of World Trade Centers and Trade Promotion Organizations across the world to create awareness on the significance of international trade for economic development. The initiative in Maharashtra will provide an effective platform for seeking and aspiring exporters. MSMEs, women entrepreneurs and industry clusters to explore new foreign markets, understand emerging challenges in international trade and enhance competitiveness," said Mr. Nirmal M-wallon, Chairman, MWROD, WTC Mumbai.

There are more than 6.32 crore micro, small and medium enterprises (MSMEs) in India, of which Maharashtra has 4.78 lakh enterprises or 8% of the total. MSMEs play an important role in enhancing India’s exports as they contributed to almost 50% to the country’s total manufactured shipments.

We have identified the top ten exporting countries, their major markets and their market share in key industries where Maharashtra has an export potential. These industries include electrical appliances, base fabricated metal products, machinery and equipment, textiles, vehicle parts, metal and electrical products, leather and apparel, and others. This initiative aims to help these industries to explore new foreign markets, understand emerging challenges in international trade and enhance competitiveness."
PRESS CLIPPINGS

MVIRDC WTC Mumbai suggests policy measures to boost MSME exports in focus sectors

The second edition of World Trade Day was held on June 17th to 23rd 2018 across Kolkata, Indore, Bhopal, Anandpur and Noida.

‘World Trade Day’ a unique initiative of World Trade Centers and Trade Promotion Organizations across the world to create awareness on the significance of international trade for economic development. This initiative in Maharashtra will provide an effective platform for existing and aspiring exporters – MSMEs, women entrepreneurs and industry clusters to explore new foreign markets, understand emerging challenges in international trade and enhance competitiveness’ said Mr. Kamal M. Memarka, Chairman, MVIRDC World Trade Centre Mumbai.

There are more than 5.25 crore micro, small and medium enterprises (MSEs) in India, of which Maharashtra has 47.78 lakh enterprises or 8% of the total. MSEs play an important role in enhancing India’s exports as they constitute almost 90% of the country’s total manufacturing shipments. Based on extensive interaction and primary survey with MSEs during the World Trade Day programmes, MVIRDC World Trade Centre Mumbai has come up with a White Paper to propose policy makers a view of recommendations to enhance MSEs’ competitiveness in the global market. Following are the summary recommendations of the Paper:

MVIRDC World Trade Centre Mumbai has identified the top ten exporting countries, their major markets and their market size in key industries where Maharashtra has export potential. These industries include electronics equipments, key fabricated metal products, machinery and equipment, textiles, wearing apparel, leather and related products. Countries such as China, Germany, United States, Japan, Italy, France and the UK together account for around 80-85% of imports of these products. India’s share in global exports in these industries is miniscule around 1%, except for textiles and textile products where India has a marginally higher share of around 4%. Policy makers and industry bodies must assist MSEs in these identified sectors to enhance their exports in these markets.

To promote these, the MSEs, the state government must form strategic partnership with foreign start-up enterprises and create awareness about their services among MSEs in various districts of the state. Start-up companies use machine learning and artificial intelligence to assess the credit risk of borrowers. By using these technologies, companies are able to facilitate collateral-free loans to entrepreneurs without much hassle of paper work and verification of documents. Government of India has set up a credit guarantee fund under CGTMSE scheme via that MSEs can access collateral-free loans from banks. However, this initiative seems inadequate as many entrepreneurs still complain about non-availability of loans through this scheme. In order to supplement this initiative, the state government may explore the possibility of setting up a credit guarantee fund for MSEs in the state.

Further, in 2013, Government of Maharashtra set up a SEI-regis-

tered alternative investment fund (AIF), known as Maharashtra State Social Venture Initiative Fund, to support start-up enterprises. The state government may consider setting up a similar fund to support existing and aspiring exporters. The government may tie-up with management institutions and incubators to identify innovative locations ideas related to exports) and financially support these ideas through this fund.

In order to create awareness on the schemes of various government bodies and institutions, the state government must collaborate with local industry bodies to organize awareness programmes. Organizations such as Foundation for MSEs (FMS) specialize in promoting MSEs through cluster and value chain led development. The state government should undertake targeted Cluster Development Programmes with the help of such organizations.
SOCIAL MEDIA CAMPAIGN

WORLD TRADE DAY MAHARASHTRA in Ahmednagar

On
Enhancing Export Opportunities for MSMEs

Sunday, June 17, 2018 at 3:00 pm
Venue: Ambad Industrial Auto and Engineering Association (AAE), Yashokar, 0-47/5, M.I.D.C. Ahmednagar
M.S. 414111, Maharashtra

Meet The Speakers

Mr. Ravindra Avasti
Associate President
Baliance Industries Ltd.

Mr. Shailal Unarwad
Associate Vice President
Manufacturing Sun Pharmaceuticals

Mr. S. S. Gavali
General Manager
District Industries Centre
Ahmednagar

Mr. Surendra Shinde
Chief General Manager
EEDM Bank

Mr. Milkesh Samant
Assistant Director
IDFC Mumbai

Mr. Shivaji M. Harkekar
General Manager
ECDE Ltd.

WORLD TRADE DAY MAHARASHTRA in Nashik

On
Enhancing Export Opportunities for MSMEs

Monday, June 18, 2018 at 3:00 pm
Venue: Seminar Hall, NIMA House, P-14, M.I.D.C. Satpur, Nashik, Maharashtra

To Participate, Contact:
MVIRDC World Trade Centre Mumbai
T: 022 6639 7273 / 7378
e: bhupendra@wtcmumbai.org
No Participation Fee | Prior Registration Compulsory

WORLD TRADE DAY MAHARASHTRA in Kolhapur

On
Enhancing Export Opportunities for MSMEs

Tuesday, June 19, 2018 at 3:00 pm
Venue: Residency Club, Near Post Office, Tarabai Park
Warna Colony, Kolhapur - 416003, Maharashtra

To Participate, Contact:
MVIRDC World Trade Centre Mumbai
T: 022 6639 7273 / 7378
e: smiwa@wtcmumbai.org
No Participation Fee | Prior Registration Compulsory

WORLD TRADE DAY MAHARASHTRA in Aurangabad

On
Enhancing Export Opportunities for MSMEs

Wednesday, June 20, 2018 at 5:00 pm
Venue: MASSIA Conference Hall, P-15, M.I.D.C. Area Wali
Aurangabad-431138

Meet The Speakers

Mr. Pratap Deshmukh
Chairman
E-Mobility

Mr. D. L. Gourab
General Manager
Director of Industries, Aurangabad

Mr. Raja Srivastava
Director & Regional Head
EEDM Bank (India)

Mr. Sanjay Shinde
Chief General Manager
EEDM Bank

Mr. Vinod M. Parvate
Reset
ASEAN Business Advisory (ABM)

Mr. Pradeep Reddy
Director
Delta Information Systems Pvt. Ltd.

WORLD TRADE DAY MAHARASHTRA in Nagpur

On
Enhancing Export Opportunities for MSMEs

Saturday, June 23, 2018 at 2:00 pm
Venue: Vidarbha Industries Association, Udagee Bhawan
Civil Lines, Nagpur

To Participate, Contact:
MVIRDC World Trade Centre Mumbai
T: 022 6639 7390
e: vmmahal@wtcmumbai.org
No Participation Fee | Prior Registration Compulsory

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