



# MSME DEVELOPMENT FORUM

## PARTICIPATION MATRIX

### **Your Deliverables:**

- Embassies to book Multiple Stalls, or a Pavilion of booths, to exhibit multiple business facets of your country.
- Give presentation about your country's bilateral business opportunities.
- Circulate our invitation to Business Chambers & Associations, Trade Industry, Service Providers, Exhibitors & delegations from your country and include our Expo on your website.
- Provide us list of prospective participants / Chambers / Associations / Organizations.

### **Our Deliverables:**

- 1) Branding as "PARTNER COUNTRY" on brochures, back drop, other marketing collaterals & media.
- 2) H.E Ambassador to be the "Guest of Honor" & "Key Note Speaker" on VIP stage.
- 3) Sharing Dias and networking lunch / dinner with Central Ministers/VIPs/Business Leaders/Media Heads.
- 4) Promotional Video in between the Summits. (To be provided by you)
- 5) Country Promotional Brochures to all Exhibitors, Visitors & Delegates (To be provided by you)
- 6) Full page Advertisement. In post Event souvenir with country details, to be circulated in all Government Ministries, Departments, Business Chambers & Associations etc.
- 7) Two Complimentary delegate invites to Embassy guests for Business summits, networking lunches / dinner, along with a delegate kit.

### **Special Package for Exhibitors:**

- a) 15% bulk booking discounts till 30th June, 2022 (Min 10 booths of 9 Sq. Mtr. Each = 90 Sq. Mtr.).
- b) 10% early bird discount for individual participants till 30th June, 2022.
- c) In above case of bulk bookings, one complimentary double occupancy room in five star Hotel for two nights with breakfast, lunch at hotel.
- d) Arrangement of B2G/ B2B meetings.(with prior request).

Rack rate for fully built up Booth for Exhibitors: US \$200 per sq. Mtr + Taxes. (Min 9 Sq. Mtr)

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

### 1).Special 5 star hotel package for EXPO:

- USD 125/Day- for twin sharing double room with breakfast and lunch/Hi-tea at venue. (All inclusive)
- USD 150/- twin sharing double room with breakfast, Buffet dinner, Airport transfers and Lunch/hi-tea at venue (All inclusive).

## **MSME DEVELOPMENT FORUM**

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सत्यमेव जयते

प्रधान मंत्री  
Prime Minister

**MESSAGE**

It is heartening to learn about the 7th India International MSME Start Up Expo & Summit-2021 organised by MSME Development Forum from August 17-19, 2021 at New Delhi.

A strong and vibrant MSME sector is pivotal for a self-reliant India. In the last few years, our Government has taken comprehensive and decisive steps to create new possibilities for the sector.

From revising the definition of MSMEs to removing various restrictions, from ensuring easy access to credit to providing them more opportunities in government procurements, we have been tireless in our efforts towards opening new avenues for small industries and start-ups. In the midst of challenges caused by the pandemic, special initiatives have been taken so that our MSMEs continue flourishing.

Today, India is one of the largest start-up ecosystems in the world that gives our enterprises the confidence to compete at the global markets. India's start-up movement is spread over about 80 percent of districts with success stories of start-ups not being limited to big cities only.

Our start-up ecosystem has become a force multiplier in the nation's development story. With the Government bringing in big reforms and opening up several sectors to harness our Yuvashakti's intellect, intent and entrepreneurial energy, it is the responsibility of various stakeholders of the sector to identify the regional and rural aspirations and proactively participate to help unlock the immense potential of the sector.

I am positive that the 7th edition of the Summit will provide a robust platform to various stakeholders to share their knowledge and experience and chart out a roadmap for the future.

Best wishes for all success of the 7th India International MSME Start Up Expo & Summit-2021.

(Narendra Modi)

NewDelhi

श्रावण 27, शक संवत् 1943

August 18, 2021

**Shri Rajnish Goenka**

Chairman, MSME Development Forum

M-190, Greater Kailash- II

New Delhi- 110048



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## “WHY TO PARTNER WITH INDIA”

1. INDIA WILL REQUIRE US\$ 4.5 TRILLION FOR INFRASTRUCTURE DEVELOPMENT BY 2040
2. INDIA'S DIGITAL PAYMENTS INDUSTRY TO TOUCH US\$ 1 TRILLION BY 2023
3. INDIA'S SPACE PROGRAMME STANDS OUT AS ONE OF THE MOST COST EFFECTIVES IN THE WORLD
4. INDIA TO HAVE 850 MILLION ONLINE USERS BY 2025 OVER 43% SHARE IN THE GLOBAL INTERNET OF THINGS MARKET
5. INDIA TO BECOME THE THIRD LARGEST ECONOMY IN THE WORLD BY 2028
6. INDIA'S E-COMMERCE INDUSTRY TO REACH US\$ 200 BILLION BY 2026
7. INDIA IS THE WORLD'S SECOND LARGEST TELECOM MARKET
8. INDIA IS THE FOURTH MOST ATTRACTIVE COUNTRY ON THE RENEWABLE ENERGY INDEX GLOBALLY
9. INDIA IS THE FASTEST GROWING DOMESTIC AIR MARKET IN THE WORLD
10. INDIA IS THE SECOND FASTEST GROWTH RATE OF DIGITAL ADOPTION AMONGST 17 DIGITAL ECONOMIES
11. INDIA IS THE HOME TO 3RD LARGEST NO. OF TECHNOLOGY DRIVEN STARTUPS IN THE WORLD
12. JAN DHAN YOJNA IS THE WORLD LARGEST FINANCIAL INCLUSION PROGRAMME
13. INDIA IS A WORLD PIONEER IN ENGINEERING R&D AND DESIGN OUTSOURCING
14. INDIA HAS EMERGED AS A GLOBAL MANUFACTURING HUB FOR AUTOMOBILES
15. INDIA IS THE WORLD'S MOST OPEN ECONOMIES FOR FDI
16. INDIA IS THE WORLD'S FASTEST GROWING ECONOMIES
17. INDIA TO PROVIDE ASIA WITH MORE THAN 50% OF ITS POTENTIAL WORKFORCE IN THE NEXT DECADE
18. INDIA HAS THE WORLD'S SECOND HIGHEST NUMBER OF USFDA APPROVED PLANTS & LARGEST PROVIDER & LARGEST VACCINE PRODUCER OF GENERIC DRUGS GLOBALLY"
19. INDIA RANKS FIFTH IN ADOPTION OF AUTOMATION TECHNOLOGIES AT SCALE
20. INDIA IS THE SEVENTH LARGEST TOURISM ECONOMY IN THE WORLD
21. INDIA IS THE SECOND LARGEST PRODUCER OF HORTICULTURAL CROPS AND FRUITS IN THE WORLD
22. INDIA IS THE SECOND LARGEST EXPORTER OF LEATHER IN WORLD.
23. AYUSHMAN BHARAT IS THE WORLD'S LARGEST GOVERNMENT FUNDED HEALTH PROGRAMME
24. INDIA IS THE SECOND LARGEST PRODUCER & 4TH LARGEST EXPORTER OF TEA
25. YOGA IS THE INDIA'S GIFT TO THE WORLD
26. INDIA IS THE SECOND LARGEST EXPORTER OF AYURVEDIC & ALTERNATIVE MEDICINES IN WORLD.
27. INDIA IS THE WORLD LARGEST, PRODUCER, CONSUMER AND EXPORTER OF SPICES
28. INDIA HAS A LARGE POOL OF SCIENTISTS & ENGINEERS IN THE WORLD
29. GOODS AND SERVICES TAX IS EXPECTED TO RAISE INDIA'S MEDIUM-TERM GROWTH TO ABOVE 8%
30. INDIA IS ONE OF THE LARGEST EXPORTERS OF GEMS & JEWELLERY.

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