

India's First Ever e-Smart Exhibition

# “आत्मनिर्भर भारत”

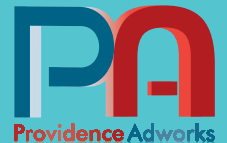
 **MSME**  
INTERNATIONAL  
TRADE FAIR



**DECEMBER 21-30, 2020**

Venue:  
Online Virtual Exhibition  
[www.msmetradefair.in](http://www.msmetradefair.in)

Organised by:



## About the Fair

**“MSME INTERNATIONAL TRADE FAIR 2020” - "Ignite the Passion for Innovation & Entrepreneurship"**

Brandsun Promotion & Providence Adworks are jointly organizing India's First Ever Virtual Exhibition titled: **“MSME INTERNATIONAL TRADE FAIR”** from December 21-30, 2020 in India. The fair will help the MSMEs to showcase their products in the global market.

**“MSME INTERNATIONAL TRADE FAIR”** a virtual exhibition is a mission and inspiration of Hon'ble Prime Minister Sh. Narendra Modi Ji to **“Make Entrepreneurial India”, “Making India World's Manufacturing Hub, “Transforming Job Seekers to Job Creators”** and spread awareness about Central & State Government's various promotional schemes up to micro level to promote MSMEs, Startups, Trade, Industry and youth entrepreneurs to generate entrepreneurial and self employment opportunities for 65% young Indian and to boost business activities in the country & states.

It is India's only much needed unified global platform for Indian MSMEs, Young Entrepreneurs, Trade, Industry & other stakeholders to Connect, Network, Exchange & Share Knowledge , Find New Markets for Export/Raw Material/Business Opportunities/JV Partners and suitable schemes, investments, location in different states.

There will be around 500 MSMEs virtual stalls showcasing products from consumer electrical & electronic goods, engineering products, readymade & embroidery items, soft toys, health care, cosmetic and health products, food and allied products, carpets, shawls, home furnishings and made ups, handicrafts and decorative items, gems and jewellery, cotton and silk sarees, plastic household items, handbook printing, jute products, leather bag, fancy bag, Kashmiri craft, Kota doria, etc.

### **“MSME International Trade Fair” A first ever Virtual Exhibition**

This will be an opportunity for MSMEs, Start-ups, Small Entrepreneurs, Crafts-man, Handlooms, Artisans & Handicrafts to market, propagate and showcase their products & services to thousands of Domestic and International buyers & visitors.

### **Central & State Government Pavilions**

The Virtual Exhibition will showcase Business & Investment Opportunities/Schemes by different Ministries, Industry & Financial Corporations, Departments, PSUs etc.

### **Sector Specific Pavilions**

Pavilions by PSUs, Govt. Departments, Corporate, Foreign Companies to Promote & Boost Business and Investments in MSMEs and Make in India sectors.

### **Overseas Pavilions**

Pavilions by “Embassies, Foreign Exhibitors & Investors” for Networking & B2B Online Meetings for the promotion of MSMEs and Make in India sectors.



## Why Virtual Fair ?

- Its time for to be a Leader in the Digital Age
- India's aspiration towards utilizing cutting -edge digital technology to solve real chronic problems, achieving sustainable development maintain economic competitiveness, as well as providing high levels of quality of life for its inhabitants.
- The Government's vision & guiding principles for a lot of the upcoming policies, investments and focus of the India and as such, could present a huge opportunity for coming entrepreneurs.
- Online Panel Discussions addressing today's critical issues and discover innovative solutions.
- Sharing Inspiration and communications through case studies, videos, newsletters, blogs and a variety of media platforms
- Gather Attendees to discuss latest trends, share their Success Stories, best practices & inspire fellow peers.
- The Fair addresses the greatest challenge of our age: to learn How to fight recession, saturated market conditions, Higher tariffs.

## Virtual Exhibition Highlights

“MSME INTERNATIONAL TRADE FAIR” a virtual exhibition will be a unified Global Platform for the promotion of MSMEs, Trade, Industry, Imports, Export, Investments & Knowledge Sharing and other stake holders such as Prospective Entrepreneurs, Innovators, Corporate, PSUs, Banks, Industries, Businessman, Embassies, Delegates, Investors, Business Chambers & Associations, Service Support Providers, Buyers, Sellers, Franchisers, Universities & Media are likely to participate.

- Online Pitching & Funding Opportunity at the Event
- Virtual Exhibition Stalls
- New Product Launches by MSMEs and Startups
- Structured Mentoring online Session and Knowledge Sharing Summits & Workshops.
- Exciting 2 days Event to Connect & Network with Buyers, Policy Makers, Investors, Mentors, Domain Experts, etc.



# BENEFITS TO EXHIBITORS THROUGH VIRTUAL EXHIBITION

The aim of the Fair is to provide a Common platform for Indian MSMEs to promote & showcase the products & services, Transacting Business, Exchanging & Sharing Ideas, Knowledge, Pitching for Funding, Showcasing the Innovative Business Models, etc.



Spreading awareness about Governments Promotional Schemes



Making India World's Manufacturing & Sourcing Hub



Making Entrepreneurial India



Transforming Job Seekers to Job Creators



Educating, Skilling, Promoting & Empowering Youth, MSMEs and Start-Ups



Connecting Small with Large Domestic & International Market



Integrating Progressive India for Digitalization



Explore emerging markets and create a strong platform for key decision makers, business leaders and multilateral global funding agencies



To create a platform to showcase their business and technological strength for a Global partnership



Identify new imports and exports destination/ opportunities

## Business Benefits-Why Exhibit?

- Educate and Inspire a Targeted Audience with Your Products and Services.
- Raise Brand Awareness and Create Preference for a Targeted Audience.
- Build Leadership Status in the Industry.
- Expand Network & Establish New Connections
- The Fair offers unique opportunities to meet other top-level representatives of supporting companies as well as nationally and internationally acclaimed speakers.
- Our line-up of speakers will give you practical guidance on how to enhance your leadership, both for yourself and your team.
- Brand Building with Industry and end Users
- Identify & Find New Manufacturers, Exporters, Importers, Suppliers, Buyers, Sellers, Distributors & Retailers, Agents etc. and to Strengthen Relations with the Existing Ones.
- Sourcing raw materials, Exploring new markets and observing latest trends, innovations in Indian products & services.
- Explore New Business & Investment Opportunities to Negotiate Offers which may result in Actual Orders.
- Networking B2B/B2G/B2C with Industry, Officials, Business, Chambers & Associations, Foreign Delegates etc. to establish Backward and Forward Business Linkages & Networks
- Meet Potential Partners that can lead to Business Alliances.
- Information & Knowledge Sharing - Awareness About Government's (Central & State) New Initiatives & Promotional Schemes.

## Focus Sector – Exhibitors Product Profile

**Manufacturing :** Manufacturing sector in each Indian state and union territory (UT) has the potential to grow either directly-by setting up new industries-or by creating ancillary facilities, infrastructure and necessary forward-backwards linkages to existing ones

**Services :** The services sector is not only the dominant sector in India's GDP but also covers a wide variety of activities such as trade, hotel & restaurants, transport, storage, communication, financing, insurance, real estate, business services, community, social and personal services, etc.



- Export & Import
- Printing & Packaging
- Pharmaceutical and Healthcare
- Agriculture equipments & services
- Agro & Food Processing
- Beverages
- Bakery industry
- Preserved foods and vegetables
- FMCG
- Hotel & kitchen equipments
- Automobiles
- Auto Parts
- IT & Telecommunication
- Electronics & Electricals
- Energy
- Hospitality
- Education
- Textile
- Khadi
- Wool, Silk, Synthetic Fibre Textiles
- Designer garments
- Handloom & handicrafts
- Chemical
- Banking & Finance
- Entertainment
- Beauty & Personal Care
- Ayurveda Products
- Solar panel & equipments
- Led light
- E-waste recycling plant
- Wooden furniture
- Basic Metal Products & Industries
- Electrical Machinery & Parts
- Rubber & Plastic Products
- Paper Products & Printing
- Transport Equipments & Parts
- Leather & Leather Product
- Stationery items
- Toothpaste and toothpowder
- Wooden and steel furniture
- Paints and varnishes etc.,
- Electromedical equipments
- Electronic teaching aids
- Digital measuring equipments
- Optical lenses
- Travel and tourism industries
- Miscellaneous Manufacturing Industries
- Other Services & Products

AND MANY MORE...

## Why Attend?

- Unparalleled Opportunities for Business Development & Tie-ups
- Eager to explore New Convenient Avenues for Raw Material & Suppliers, Latest Technologies, Products & Services available in the Market.
- Relationship Development & Networking Opportunity to connect with leading Industry Players.
- Exploring the Market and Observing the trends.

## Visitors Profile

- Member of Industry & Trade Chambers, Associations and NGOs across the Country
- Member & Officials of Trade & Export Promotion Organizations & Councils
- Ambassadors, Business Delegates, Investors, Exporters & Importers
- Franchise, JV, Agency & Distributorship Seekers (Domestic & International)
- E-Commerce & Wallets Giants & Stakeholders
- Insurance, Logistics & Airlines Giants & Stakeholders.
- Investors, Banks, NBFCs, Equity Angel Funds, VCs, Incubators, FII, Investment Boards
- Manufacturers – Exporters – Importers – Services Support Providers – Traders–Agents
- Entrepreneurs, Handicrafts, Handlooms, Weavers, Artisans from all over the world
- Buyers, Sellers, Distributors, Franchisees, Retailers from all Focus Sectors.
- New Business Opportunity Seekers & Prospective Entrepreneurs.
- Consultant, Experts, Professionals, Service & Support Providers from all focus sectors.
- Students & Faculty Member of Business Schools/University/College & Institutes

## About MSME Sector – India

The Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs play a crucial role in providing employment opportunities. MSMEs are complementary to big industries and contribute greatly to the socio-economic development of the country. The sector contributes 8% to GDP, 45% of the industrial output and 40% of exports through more than 57.7 million enterprises employing 120 million people. It is diverse in terms of size, technology, location and range of 8000 products spanning from grassroots village industry to hi-tech components for satellites. If provided with the right platform, promotion & technological assistance, it holds the potential to achieve 20% GDP growth rate and make India Globally competitive.

As per the 'MSME at a Glance' Report of the Ministry of MSMEs, the sector consists of 36 million units and provides employment to over 80 million persons. The Sector produces more than 6,000 products contributing to about 8% of GDP besides 45% of the total manufacturing output and 40% of the exports from the country.



## Sponsorship Benefits

- Sponsoring is a great opportunity to display your Brand to a dedicated audience of influencers, investors and key executives in both the public and private sectors.
- The programs and topics around which the fair is organized further provides an opportunity to streamline your corporate message.

| CATEGORIES  | Platinum Partner   | Gold Partner       | Silver Partner | Associate Partner |
|---|--------------------|--------------------|----------------|-------------------|
| SPONSORSHIP AMOUNT  | ₹ 10,00,000        | ₹ 6,00,000         | ₹ 3,00,000     | ₹ 1,00,000        |
|   | \$ 15,000          | \$ 9,000           | \$ 5,000       | \$ 2,000          |
| Logo on all marketing collaterals   | ✓                  | ✓                  | ✓              | ✓                 |
| Logo on the home page of the event website                                  | ✓                  | ✓                  | ✓              | ✓                 |
| Partner Profile & Logo on Partners section of Event website                 | ✓                  | ✓                  | ✓              | ✓                 |
| Mass Mailer to the database with Partner Profile                            | ✓                  | ✓                  | ✓              | ✗                 |
| Social Media Promotion (Instagram, Facebook, Twitter, Youtube etc.)         | ✓                  | ✓                  | ✓              | ✓                 |
| Advertisement in show catalogue   | ✓                  | ✓                  | ✓              | ✗                 |
| Sponsor logo on the main convention centre building                         | ✓                  | ✓                  | ✓              | ✓                 |
| Virtual exhibition booth at prominent location                              | ✓                  | ✓                  | ✓              | ✓                 |
| Logo to be incorporated in Thank You sponsor Panel                          | ✓                  | ✓                  | ✓              | ✓                 |
| Logo/AV content to be played in loop with other sponsor in main lobby area. | ✓                  | ✓                  | ✓              | ✓                 |
| Speaking slot during the inauguration session of the Exhibition             | ✓                  | ✗                  | ✗              | ✗                 |
| Opportunity to deliver a presentation during the event                      | 2<br>(15 min each) | 2<br>(15 min each) | ✗              | ✗                 |
| Opportunity to participate in Panel Discussions during the event            | ✓                  | ✓                  | ✓              | ✗                 |

## Exhibition Booth Specification



## Participation Chartges

|                          |                   |
|--------------------------|-------------------|
| Indian Exhibitors        | ₹ 15000 per stall |
| International Exhibitors | \$ 300 per stall  |

18% GST applicable



1 Video upto 100 MB size. (Can be changed in the backend whenever required) 16:9 Ratio. Mp4 Format.



PDF/Product brochures/Flyers (in format of PDF) up to 10 documents minimum 10 MB each files



Social Media links to connect with single click



Two Posters in ratio 3 (w) and 4 (h) in PDF Format not more than 15 MB



Logo - Live text/video chat the attendee

## About the Organisers :

Please contact for further detail: