



## REPORT

### **Event organized by Indian Industries Association Noida Chapter**

To provide Global connection in the era of globalization and deliver quality solutions to the Micro, Small and Medium Enterprise (MSME) sector, *Noida Expo 2010*, the **global MSME expo was organized by the NOIDA chapter of IIA in association with the Ministry of MSME, Government of India.**

Indian Industries Association (IIA) completed 25 years of its service to MSME's in 2010 and as part of its Silver Jubilee celebrations, IIA organized several programmes in the interest of the MSME sector: National MSME Convention in October, India SME Conclave in November and the present Global MSME Expo.

Organized from December 17 to 19, 2010 at the Noida Expo Centre, Sector-62, Noida, **the MSME Expo provided an excellent platform to establish contacts, enhance export/ import, understand latest marketing trends and exchange views and ideas.**

**The EXPO was inaugurated by : Shri Madhav Lal, I.A.S , Additional Secretary & Development Commissioner (MSME) who was the Chief Guest for the event .**

Others present at the inauguration were: Shri Anil Gupta, President IIA, Shri Surendera Singh Nagar, Member of Parliament-G.B Nagar, HE Mr Juan Alfredo Pinto Saavedra, Ambassador of Colombia, Shri A.K.Mittal, Chief General Manager, NSIC, Shri N.K.Kharbanda, Chairman IIA Noida Chapter, Shri Ashwini Mahendru, Chairman – Organising Committee, Shri S.S.Walia, Sr.Vice Chairman, IIA Noida and Mrs Manjula Mishra, Secretary, IIA Noida.

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**Inauguration of the Global MSME EXPO 2010 on 17<sup>th</sup> December 2010 in Noida by Chief Guest Mr Madhav Lal, Additional Secretary & DC MSME, Ministry of MSME , Govt. of India**



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## Noida Expo2010

The Global MSME Expo 2010 was the most remarkable event that brought together organizations from various sectors including Government, Non Government, MNCs, MSMEs from spectrum of industries from India & abroad under one roof.

More than 120 stalls were put up by the National and International exhibitors in the EXPO.

Across the border visitors to the expo included Latin American countries- Brazil, Argentina, El'Salvador, Equador and Peru- who participated as exhibitors also, delegates from Trinidad & Tobago High Commission New Delhi and a delegation of 11 industrialists from Sri Lanka.

The Sri Lankan delegation sponsored by Sri Lanka Export Development Board(EDB) was in India to discuss long-term bilateral business prospects with Indian Industry associations specifically in the field of handicrafts with focus on metal wares.

**Ms. Manglika Jayavardhane of EDB said that in the handicrafts sector India is much more advanced than Sri Lanka and that entrepreneurs from Sri Lanka shall join hands with IIA in order to improve upon their products and technology.**



The Sri Lankan delegates also visited Moradabad and held a meeting with the brassware industrialists to learn and share.

Briefing the delegation, **Shri Mahesh Agarwal, Chairman, IIA-Moradabad** informed that handicraft export from India is to the tune of around 2100 crores with Europe and America being the major export destinations.

It seems, Moradabad was popular in more ways than one, for, **IIA Moradabad Chapter was awarded Best Stall Award** in the Expo, **the Most informative Stall Award went to IIA-Ramabai** while **Shiv Machinery received the award for Best decorated Stall.**

Apart from the exhibition the 1<sup>st</sup> Global MSME expo also featured seminar on “Indo-LAC trade-business opportunities for MSME’s” “Celebration of India Corporate Week – 14-21 December 2010” “Cultural evening with networking dinner”, “Seminar on Investment & Finance” , Seminar on Energy conservation & Buyers Sellers Meet.

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### ***What else happened at the Expo***

- CGM, SIDBI, proposes to set up a facility centre for the benefit of MSMEs with the support of IIA
- Labour Commissioner K N Aggarwal proposes to launch an awareness campaign on Labour Laws for MSMEs
- MoU was signed between Noida Rotary Club and IIA Noida for social awareness campaigns
- A seminar on lean manufacturing was organized. Prof K N Singh of Noida Management Association delivered a lecture on how to enhance growth and cut waste as being done by Japanese companies to increase the productivity and efficiency.

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**The Expo was supported by the Ministry of MSME, Govt of India** and received sponsorship support from the following organizations:

1. NSIC
2. SIDBI
3. UPKVIB

4. Punjab National Bank
5. EEPCC
6. Indiamart.com
7. Tradeindia.com
8. [www.attachowk.com](http://www.attachowk.com)
9. SME World
10. Noida Management Association
11. New Okhla Industrial Development Authority
12. Big Rock
13. Salaam Namaste
14. Jaipuria Institute
15. Rotary Club Noida City

Noida Expo was the 1<sup>st</sup> ever MSME Expo in Noida and shall now become an annual event.



**Mr. Ashwini Mahendru, Chairman, Organizing Committee (EXPO 2010):** The

Expo was organized with the objective of giving impetus to the Indian MSME's so that they are able to produce quality goods on par with the international standards. This would greatly facilitate export of Indian products.

Mr. M.N. Lari, Vice Chairman, IIA-Noida informed, "this Global MSME Expo was just the beginning of a series of trade promotion & facilitation events which IIA Noida is undertaking and we expect to do much more in the direction in near future with the support and cooperation of our colleagues at IIA."



Mr. N.K. Kharbanda, Chairman, IIA-Noida, said, "It is for the first time that Noida has seen an MSME Expo on such a massive scale. I am pleased to say that we got an excellent response not only from Indian exhibitors and visitors but also from Sri Lanka and Latin American countries who are keen to promote trade ties with India through IIA."

All IIA Office bearers and Members especially Shri N K Kharbanda, Shri S S Walia, Shri Ashwani Mahendru, Mrs. Manjula Mishra, Dr Chanchal Varshney, Shri M N Lari were behind the success of the Global MSME Expo 2010.

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*Noida Expo2010*

### Speeches & Comments

#### Mr.Madhav Lal(IAS),AS & DC, MSME,Govt of India, at the Inaugural function of Global MSME EXPO



At the out set, I would like to congratulate IIA for organizing the Global MSME Expo at Noida ! The issues are many but today I shall mention only few pertinent ones. The Central Government is thinking about the interest of MSME's in a big way, Mr. Anil Gupta represented IIA in the PM Task force on MSME and so I suppose that most of you would know that we at the Govt are looking into various aspects of MSME development like technical, infrastructural, financial etc. I assure you that a very active follow up of the recommendations of the Task Force is being done and I am confident that the overall result would be considerable improvement in the business environment for the MSME sector.

I would like to emphasize on the need for competitiveness of this sector. National Manufacturing Competitive scheme of the Ministry offers to improve competitiveness through expertise provided by professional consultants who are looking at MSME's as their market and ready to help them achieve their potential. We are trying to bridge the gap and bring them together by providing financial assistance to the MSME's for certain portion of cost which the Consultants would charge for their services. So far, the response to the scheme at Noida and Greater Noida has been lukewarm whereas the southern states like Tamil Nadu, Karnataka, Andhra Pradesh and even in Maharashtra and Gujarat, the response is considerably better. As it is not possible for the Central Govt to reach out to each and every MSME, the role of industrial associations becomes crucial and I would request IIA to encourage its member MSME's to adopt the scheme.

Cluster development scheme is another very useful scheme which offers some common facility to specific groups of MSME's. Again, the Southern states plus Gujarat and Maharashtra are showing active interest in this scheme as against the northern states. I would request you to visit those units who are involved in cluster development and see for yourselves the favourable results.

I am sure if these two schemes are adopted by the MSME's, it would provide a lot of competitive thrust to the sector!

Speaking of this event, at the end of the day, the Expo will generate many lessons for all stakeholders and open up a world of marketing opportunities for Indian MSME's !

**Shri Ramvir Upadhyay, Power Minister,UP**

Under the able leadership of Chief Minister Uttar Pradesh, it has been decided to turn UP into an energy affluent state. The positive impact of this resolution will start showing by March 2011 and by the year 2012, the industry of UP will have sufficient electricity! Further, by the year 2014, the production of electricity in UP will exceed the demand.



The small and medium enterprises are priority sectors for the state government, as besides generating maximum employment opportunities, these sectors also contribute significantly to the state coffers. The electricity department is therefore, ever ready to cooperate with SME's and eager to solve their problems. I assure you of my personal commitment towards solving your problems, Shri Anil Gupta, President IIA, and Dr.Chanchal Kumar, Joint Secretary, IIA-Noida, may come and meet me anytime regarding electricity related issues.

I wish you all success in NOIDA EXPO 2010 !

**Shri Surendra Singh Nagar, Member of Parliament,GB Nagar**





The State Govt is making all efforts to promote the industry and in 2 years time, Gautam Buddha Nagar district will become an industrial hub. The district will have an airport while Greater Noida will be the owner of metro rail within this time span, moreover, restoration of Boraki railway station will prove to be a great asset to the industry.

**His Excellency Mr Alfredo Pinto Saavedra, Ambassador of Colombia**



Ist I should congratulate Indian Industries Association for organizing this very interesting Exhibition. You will find in Colombia 98% of the entrepreneurs/organizations are Micro SMEs and in India the procedure is very similar. In India, I have seen you are one of the Nations in the world who creates most entrepreneurial people, which is absolutely incredible.

You have the ability to solve any problem, you have the ability to create solutions every time but you should also need to know that it is not enough to have entrepreneurial ability, you need to make innovations, you need to know the manufacturing process, you need to familiarize how to get the things planned for the survival & growth of this sector.

**Her Excellency Ms Urvashi Ramnarine, Acting High Commissioner, Trinidad and Tobago**



I would like to congratulate IIA for organizing this exhibition. SME sector is identifying/ensuring potentials for future growth in every part of the economy specially to fulfill financial contingencies.SME sector has proven/ensured to adopt quickly through the changes in global economy.



## **Shri Anil Gupta, President Indian Industries Association**

It is my proud privilege to be with you all today on this great day. Indeed it is a proud moment for entire IIA family because this mega event is being hosted by the youngest Chapter of IIA which is less than two years old. Shri N.K.Kharbanda and his dynamic team deserve special appreciation for this effort. I am confident, ,NOIDA EXPO will acquire international stature very soon in the years to come.

MSME the growth engine of Indian economy need more such efforts for establishing global connection. During the journey of 25 years, Indian Industries Association had a focused attention on promotion and development of MSME only. Depending upon the need of this sector, we have been modulating our activities from time to time. In recent years our main focus has been on providing exposure to MSME for new technologies, products, materials and services to be competitive. At the same time we provide them opportunities to display their capabilities and innovations through such exhibitions. IIA took a major initiative in the year 2004 when India Food Expo was organized for the first time in Lucknow. Since then we have organized 8 major exhibitions and Noida Expo is the ninth in the series.

IIA is also focusing on International Exposure of MSME through visits to International Exhibitions under International Cooperation scheme of Ministry of MSME. More than 400 MSME have been taken to various International Exhibitions by IIA so far, majority of them to China.

MSME is the fastest growing sector in India which has helped India come out of the recent economic meltdown world over. Our International tie ups in non represented territories will strengthen this sector further.

I am happy to note that the heads of two foreign diplomatic missions in India are with us today for the inaugural function of this event. We highly appreciate the presence of His Excellency Mr Juan Alfredo Pinto Saavedra, Ambassador of Colombia and Her Excellency Ms Urvashi Ramnarine Acting High Commissioner of Trinidad and Tobago among us today. 11 Member delegation of Export Development Board of Sri Lanka will be with us tomorrow on this venue. IIA already have a a close interaction with Trinidad and Tobago High Commission for more than three years now. We are expecting many more such interactions during and after this exhibition for the benefit of MSME.

The initiative of my colleagues of Noida Chapter is just a beginning. We have to go a long way in establishing the pride of India MSME's world over. I wish that exhibitors and delegates will benefit immensely from their interactions during this three days event.



**Mrs Manjula Mishra, Secretary IIA NOIDA**

A very warm welcome to Noida Expo !

“Noida Expo 2010” is being organized by Indian Industries Association, Noida Chapter, to commensurate the Silver Jubilee Year of IIA. Main objective of organizing this Expo is to ‘Provide Business Opportunities and a Global Connection to the MSME Fraternity World Wide.’ Noida Expo is the 1st ever MSME Expo in Noida and shall now become an annual event.

As NSIC Noida expo opens today, it reconfirms the fact that participating in a trade fair is one of the most effective ways of penetrating a market – export or domestic. It is my personal view that these are excellent grounds to learn about different markets, find distribution channels for one's products, test customers' reactions, know who the competitors of the same products one is offering are and most importantly, to seek joint venture partners.

For those companies who are into exports, trade fairs and exhibitions come across as one of the foremost export trade promotional tools to enter a new export market. Besides being the perfect venue for marketing one's products and services directly to the consumer, trade shows offer the rare opportunity to make a great first impression.

Several studies have revealed that 90 percent of visitors who attend trade shows are either consumers or business owners who go to trade fairs with the sole purpose of making contact with a consumer looking to do business in the future. And what's more...trade shows are also great venues to network with other companies and business owners.

While many companies argue that with the advent of internet and e-commerce, trade fairs are losing the interest and curiosity of buyers, in actuality the internet and e-commerce rather than hindering the performance of trade fairs, have given them a boost. With the introduction of internet, the traditional method of dissemination of information which used to be very slow, has sped up manifold.

I strongly believe that failing to participate in trade shows could mean missing out on a valuable opportunity to meet and learn from other forward-thinking professionals in one's industrial sector.

In recent years, Indian industries Association (IIA) has assigned top priority for business development activities of Micro, Small and Medium Enterprises. Organizing Exhibitions, Exchange of Business Delegations, Visits to International Exhibitions / Trade Fares are some of the regular business development activities at IIA. IIA being an apex body of MSME has tailored all these activities for this sector.

Place for MSME Expo, NOIDA has been selected considering its strategic location. Noida is a modern city and a prominent industrial hub and modern habitat of National Capital Region of Delhi. It is surrounded by Manchester of North i.e Faridabad and other famous industrial towns of Ghaziabad, Sahibabad, Greater Noida and Okhla etc. Noida is also a swank suburb of Delhi.

IIA exhibition organizing team under the able guidance of Mr N.K.Kharbanda, Chairman IIA Noida Chapter comprising of my colleagues Mr Ashwani Mahendru Chairman Expo Organising Committee, Mr S.S.Walia and Dr Chanchal Kumar have been working day and night for the past four months to

make this exhibition rewarding for the exhibitors and visitors as well. We have received generous support from IIA members, all IIA Chapter Chairmen, IIA Head Office, Our sponsors, and Partners in this effort. Extensive publicity campaign was launched wherein an exclusive expo website has been developed, more than one lac e-mails have been sent and more than 50,000 invitations to business fraternity have been posted. Print and electronic media has also cooperated with us throughout.

As a result, the first edition of NOIDA EXPO itself have evoked overwhelming response not only from the exhibitors but also from business visitors. 110 Exhibitors are displaying their products and services in the exhibition.

Embassies and High Commissions of various countries have shown keen interest to participate in the exhibition. To name the few are the Latin American Countries and Trinidad and Tobago. 11 member delegation sponsored by Sri Lanka Export Development Board will be visiting Expo on 18th December. Visitors from many other Countries have registered to visit the Exhibition. As such the efforts of IIA to establish this exhibition as a major MSME Business and Industrial event have fruited and we have decided to scale up its size to at least double next year.

During these three days we have planned number of programmes, seminars, workshop and business meets at this venue itself.

I hope these programmes will be found fruitful by the business and industry and you will enjoy NOIDA EXPO 2010 !

**Dr. Sarika Mohan, Chief Development Officer, G.B.Nagar**



We want to organize a Khadi Expo on a large scale with the help of IIA, accordingly, KVIB will sign a MOU with IIA for the purpose.

**Shri S.K.Gupta, Finance Controller, U.P. Khadi & Village Industries Board**



This is the first time that an Industrial Expo has been organized for micro and small enterprises and it would enhance their competitiveness as well as give a boost to their confidence.

**Glimpses of IIA Central Executive Committee Meeting held during the Noida Expo on 17<sup>th</sup> December 2010**



Getting ready for National Anthem during the CEC Meeting



**IIA CEC Members sharing their point of view during CEC Meeting**