



Confederation of Indian Industry



# 18<sup>th</sup> EDITION OF CII GLOBAL MSME BUSINESS SUMMIT 2021

*“Powering the New India through MSMEs”*

**CONCEPT NOTE**

**25 – 26 November 2021 | CII Hive Platform**



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## Background

The outbreak of COVID-19 & nationwide lockdown has raised the uncertainties and impacted the enterprises. The Indian micro, small and medium enterprises (MSME) sector has shown its continued resilience towards economic uncertainties and adversities. The sector exhibits its importance in promoting sustainable and inclusive development as well as generating large-scale employment. The GDP value of India represents 2.32 percent of the world economy with the growth rate in 2021 projected at 12.55%.

In this MSMEs play a significant role in encouraging employment and are tool for inclusive growth. They are the quintessential growth accelerators contributing to about 30% of the gross domestic product. With a vast network of 63.4 million enterprises, that includes more than half cohesively intertwined with rural economy, MSMEs contribute around 48 per cent to exports as well. Thus, MSME Sector is the backbone of national economic structure and socio-economic development of India. The sector is an important pillar strengthening and taking ahead the vision of ‘Aatmanirbhar Bharat’.

The MSME sector has been at the core of the Hon’ble Prime Minister’s vision and therefore has received many stimulants in form of policy reforms, tax benefits, schemes, and programmes.

The Government of India, through its multiple agencies, is implementing a host of schemes for the amelioration of this sector. Aimed at improving the overall SME ecosystem in the country, these schemes are targeted at credit provisioning and financial inclusion of these enterprises, skill development, quality enhancement, technological upgradation, policy support, enhanced market linkages, boosting exports, etc.

CII jointly with the Ministry of MSME organizing the 18<sup>th</sup> edition of CII Global MSME Business Summit to recognize, promote and showcase the strength of Indian MSMEs with the theme, ‘Powering the ‘New India’ through MSMEs’.

## Concept



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***“We are ready to take every risk possible and push every boundary for Growth”***

- *Hon’ble Prime Minister of India at CII Annual General Meeting 11<sup>th</sup> August 2021*

Taking the national agenda ahead of enhancing the share of MSMEs in export, the 18<sup>th</sup> Global MSME Business Summit 2021 (GSBS) is proposed as a **two-day Virtual Summit** to connect MSMEs from regions, states & district levels PAN India across sectors – Manufacturing and Services with the rest of the world.

The prime objective of the Summit is to recognize, promote and showcase the strength of Indian MSMEs. This virtual platform will create awareness about the key initiatives of the Government campaigns, which are the key enablers of the economic growth and others are industry centric campaigns which are dedicated towards generating **Atmavishwas** and aimed towards Ease of Doing Business for the Micro, Small and Medium Enterprises (MSMEs) in our country.

**Theme: *Powering the New India through MSMEs*** has been derived from the Hon’ble Prime Minister’s vision of ‘**Atmanirbhar Bharat Abhiyan**’ symbolizing the **Rise of ‘New India’**, portraying the role and importance of young entrepreneurs from small towns, and progressing towards the New India. The theme also displays the strength of MSMEs and encourages the self-confidence of the sector amidst the pandemic to become self-reliant and thus contributing to Atmanirbhar Bharat.

**Approach:** The Summit will consist Conference and Exposition jointly organized by Ministry of MSME & CII, and by relevant stakeholders such as Line Ministries, State Governments, Academic Institutions, Chambers and Associations, Incubators, Investors, Financial Institutions, and other organizations.

**Proposed Platform:** CII Hive or other virtual platforms

**Expected Outcomes:**

- Creating Pride and Brand Building for MSMEs
- Inclusive Platform for MSMEs at grass root level, by reaching to the enterprises PAN India
- Acknowledge and celebrate the achievement of the Government interventions
- Global Visibility of Indian MSMEs
- Value generation for MSMEs
- Online business delegation from more than 30 Countries
- Thousands of successful Businesses to Business Meetings
- Inclination of the Line Ministries and State Governments to focus on the needs of developing MSMEs in their respective portfolios



## Components

The 2-day summit will cover conference, Exposition and numerous parallel B2B meetings.

Three of the anchor events - Global MSME Business Summit, Exposition, and the B2B Meetings, will be organized as Stand-alone events by CII subsumed under the banner of the 18<sup>th</sup> Global MSME Business Summit to promote opportunities for MSMEs through multiple conferences and platforms on Capacity Building, Competitiveness, Market Linkages, Vendor Development, Trade and E-commerce.

- **Conference:** A two-day conference with proposed sessions focusing domestic business opportunities, Country sessions for promoting trade, Global opportunities for India is the export market, Masterclasses etc. to further strengthen and collaborate for dialogue among the national and international participants. With a powerful agenda and bringing together renowned speakers with unbounded experience and expertise, global audience, and various national and international MSME stakeholders for fostering their growth in India
- **MSME Business Oriented Exposition 2021:** To provide MSMEs a platform to connect with Global buyers and to create a platform for Industries to identify MSME domestic suppliers and subcontractors, thus, easing the process of linking the suppliers and manufacturers.

### Exposition – An Overview

- 30days Exposition
  - Sourcing pitch sessions by Large Companies
  - MSME CEO’s Conference
  - Business Matchmaking
  - Thematic Zones for Sector Specific industry (Color coding)
  - Live Technology Demonstrations
- **B2B Meetings:** To provide opportunities of interaction to the participant companies and conduct successful business meets validating all companies’ interests.

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