



Confederation of Indian Industry



Ministry of Micro, Small and Medium Enterprises,
Government of India



**18th EDITION OF
CII GLOBAL MSME BUSINESS SUMMIT 2021**
“Powering the New India through MSMEs”

PROGRAMME OUTLINE

25 – 26 November 2021 | CII Hive Platform



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सत्यमेव जयते

Ministry of Micro, Small and Medium Enterprises,
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INDIA @ 75
MISSION 2022

a CII initiative

Azadi Ka Amrit Mahotsav

Day 1: Thursday, 25 November 2021	
Session 1	Inaugural Session
11:30 – 12:30 hrs	<p>Spotlight Session: The rise-and-rise of digital trade: Building robust Global Value Chain through MSMEs</p> <p><i>India aspires for a fast-track growth revival to become a \$5 trillion economy by 2024-25. India must digitalize supply chains to enhance efficiencies, improve transparency, reduce logistics costs, and enhance the overall global competitiveness of Indian industries, especially small and medium enterprises.</i></p> <p><i>This session will deliberate on continuing growth of intangibles as part of global trade, its implications for existing trade structures as well as redefining what supply chain resilience means for the digital age.</i></p> <ul style="list-style-type: none"> • <i>In what ways is the continued rise of intangibles reshaping the global trade system?</i> • <i>Is the rise of digital trade leading to the democratization of international trade? If so, what could the implications of this be?</i> • <i>How has the rise in intangibles led to the need for new infrastructure and services as well as internationally agreed standards and regulations to better support this system?</i> • <i>What could be the role of FTAs in enabling trade in intangibles?</i> • <i>What are the key emerging vulnerabilities of digital supply chains and how can the resilience of digital trade be ensured?</i>
1315 – 1415 hrs	<p>Global lessons learnt from COVID – 19: The next big opportunity for MSMEs</p> <p><i>The COVID-19 pandemic and associated global recession have had an adverse effect on international trade. The backbone of India’s economy - Micro, Small and Medium Enterprises (MSMEs) got hard stuck on account of the COVID-19 pandemic which witnessed Lockdowns impacting businesses and growth plans for several small industries in India, with substantial percentage of small industries witnessed a negative impact which would take a long time for restoration of businesses.</i></p> <p><i>As small industries emerge from the ashes, this session will focus on the key lessons learnt by MSMEs across the globe and how they are planning to be become futureproof?</i></p>
1430 – 1530 hrs	<p>Role of Women Entrepreneurs in building resilient Global Value chain</p> <p><i>Discover insights and advice from women-led small businesses, technology providers and trade experts to help your business go global.</i></p>



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<p>1530 – 1630 hrs</p>	<p>Finnovation to encourage MSMEs Internationalization <i>International trade is associated with positive impacts on growth, and acts as a particularly important channel of positive spillovers for MSMEs, including in the area of managerial skills, technology and innovation. Access to trade finance can facilitate MSME engagement in international trade by addressing major challenges.</i></p> <p><i>The session will focus on the financial models implemented by different MSME focused countries to encourage MSME Industrialization</i></p>
<p>1630 – 1650 hrs</p>	<p>Fire-side Chat: How companies go from warehouse to every house? <i>In India, the D2C explosion started well before the crisis made an impact, but the pandemic has undeniably opened a goldmine of opportunities for businesses looking to strengthen their digital presence and remove the middleman to sell their products directly to consumers. Brands are adopting the direct-to-consumer approach to develop a strong connection with consumers and offer a personalized brand experience. While brands are well aware of the benefits of establishing D2C operations, a large number of companies are still not able to build a strong online presence due to their complex business operation and stiff competition from marketplaces and peers in the industry.</i></p> <p><i>During the session, we will discuss the importance and how MSMEs may leverage E-Commerce and be the part of the rising journey of D2C market.</i></p>

Day 2: Friday, 26 November 2021

<p>1030 – 1100 hrs</p>	<p>Opportunities for Collaborations in Rising Sectors – Session with Indian Ambassadors and High Commissioners</p>
<p>1100 – 1140 hrs</p>	<p>Country Session – Japan/ South Korea</p>
<p>1145 – 1225 hrs</p>	<p>Policy dialogue on Trade Facilitation Agreement with the European Union <i>The session will obtain the insights from the respective presenters regarding WTO TFA, discuss uncertainties and exchange views and ideas on the way forward to fully implement the TFA measures particularly for the developing member economies.</i></p>
<p>1225 – 1325 hrs</p>	<p>Regional Session – Africa</p>
<p>1430 – 1515 hrs</p>	<p>Country Session – UK</p>
<p>1515 – 1600 hrs</p>	<p>India-ASEAN: Creating Partnerships and building robust supply chain through deeper trade and Investment</p>



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India's economic relations with the 10 members ASEAN trading block have witnessed significant growth in the last one decade. India and the ASEAN have signed trade agreements in goods and services, creating one of the biggest trade areas with a market of 1.8 billion people and a combined GDP of over US\$5.5 trillion. India-ASEAN annual trade today accounts for around US\$79 billion. However, we are well short of the bilateral trade target of US\$ 200 billion which India and ASEAN were to achieve by 2022. As the regional supply chain is set for reconfiguration in the post-covid economic environment, it is an excellent opportunity for India and ASEAN to deepen their economic engagements by building a vibrant and resilient supply chain.