

FICCI CMSME Delegation at INTERPACK- 2014

In pursuit to expand global outreach for Micro, Small and Medium Enterprises (MSME), FICCI with support of the Ministry of MSME, GOI organized a 7 member MSME delegation from packaging industry to Dusseldorf (Germany) to participate in the “INTERPACK- 2014 ‘the Leading Trade Fair on Processes and Packaging’” held in Dusseldorf, Germany from May 8-14, 2014.

The seven-member delegation consisted of MSMEs engaged in packaging industries viz. Penguin Engineers, Dodia Establishment, Specialty Polyfilms (I) Pvt. Ltd, Safepack Industries Ltd. and Skypack India Pvt Ltd. besides Hindustan Tin Work Limited exhibited in the fair through FICCI.



engaged in processes & packaging industry;

The broad objective of participation was to gain hands on experience of the global best practices followed and interact with experts in packaging industry for knowledge enhancement; showcase state-of-the-art Indian materials, machinery and methods for packaging and processing produced by MSMEs; understand global strategies of production, explore technology up-gradation, joint ventures & marketing for the MSMEs

understand expectations and requirements of global counterparts from Indian companies; promote Indian MSMEs’ export capabilities and forging business alliances among Indian and Global companies and increasing market access for Indian companies engaged in processes and packaging.

Mr. Sanjay Bhatia, President, FICCI CMSME & Managing Director, Hindustan Tin Work Pvt Ltd was the leader of the delegation.

Interpack 2014 was characterized by an outstanding atmosphere prevailing amongst the approx. 2,700 exhibitors and 175,000 visitors. The signs for this were already apparent at a very early stage of the world’s most important trade fair for the packaging sector and its associated process industries.

The exhibitors at Interpack 2014 met with numerous high-ranking visitors from all over the world already from the start of the trade fair. Many companies experienced such a rush that their stands reached their capacity limits several times. Visitor interest and qualification as well as their willingness to invest is said to have been clearly higher than the expected.

Participating delegates got the unique opportunity to interface with the buyers and decision makers from the core packaging industry, along with marketing managers, designers, brand directors and communication directors, and an insight of innovative approaches to develop product's packaging. MSMEs from packaging industry has benefitted from this global-level platform in terms of brand-building or creating a new marketing campaign, new ways to improve the environmental impact of their packaging and sourcing new suppliers. During the course of the visit Mr. Bhatia and FICCI CMSME secretariat called on Dr. Gerhard Eschenbaum, Director of International Business Division, Dusseldorf Chamber of Commerce, Germany. During the meeting synergies in creating a linkage between the SME's of both the sides were discussed.



Mr. Bhatia briefed Dr. Eschenbaum on the possible areas for cooperation and stated that there is a lot of scope for synergy between India and German SMEs in the area of cluster & cluster management and technology wherein technology is the main focus for India. He pointed out that there is lot of similarities in the business culture of both the countries and the Indian side is very keen of doing business with Germany. He also explored the possibilities in organizing a SME

delegation to Germany again & invited him to visit India as well.

Dr. Eschenbaum informed that for SME cooperation between India and Germany can be looked in the sectors like Food Processing, Packaging, Automobile, etc. He also said that from Germany the Dusseldorf Chamber of Commerce would be happy to participate in conferences & seminar organised by FICCI and would like to speak on the topics such as Export Promotion (SME internationalization) and Vocational Training as they have an expertise in these areas.

A call on meeting with Dr. (Mrs) Bärbel Naderer, Managing Director, Kunststoffland NRW (Plastic Cluster Management Association) was also organised to explore learning from German SME cluster management association. Dr. Naderer has given a presentation explaining the sustainable economic development by regionally strengthening the plastics value creation chain on management of plastic cluster in kunststoffland NRW.

On the cluster policy at a regional and local level she explained that clusters are instruments of successful industrial promotion and securing of employment, precisely at a regional level because the cluster approach is extremely flexible, considers needs and interests of the stakeholders and has interdisciplinary character. Thus cluster approach strengthens permanent structures and therefore as a sustainable impact.

It was also learned from Dr. Nadrerer that each region have specific cluster and regional clusters in Germany are supported by the respective regional Government whereas the Federal Government provide support to a very few clusters.