



# CONFERENCE ON FINANCING SMEs

*...towards global  
competitiveness*



## Overview

The importance of the SME sector is well recognized world over, owing to its significant contribution to the global economic growth. The SME sector in India plays a pivotal role in generating employment, increasing cross - border trade and fostering the spirit of entrepreneurship. To exemplify the quantum of opportunities held by this sector, it would be worthwhile to note that in India, SMEs contribute 45% of industrial output, 40% of exports and 42 million in employment. The sector creates 1 million jobs every year and produces more than 8000 quality products for the Indian and international markets. SMEs are expected to contribute 22% to India's GDP by 2012, up from about 17% at present.

The Indian banking sector is an integral part of the overall economic growth and has supported the growth of the SME sectors. With the deregulation of the financial sector, the general ability of the banks to service the credit requirements of the SME sector has improved. However even with various advantages this sector still encounters varied difficulties when trying to access financing, from an incomplete range of financial products and services, regulatory rigidities or gaps in the legal framework to lack of information on both the bank's and the SME's side.



# About FINANCING SMEs *...towards global competitiveness*

**Ahmedabad:**  
**Saturday, July 16th, 2011**  
Hotel Cambay Grand  
Nr. PERD Centre,  
Sola Over Bridge, Thaltej  
Ahmedabad-380 054

**Surat:**  
**Friday, July 22nd, 2011**  
The Gateway Hotel  
Ambika Niketan  
Athwalines, Surat-395007

Gujarat being the growth engine of the country, is driven by the spirit of enterprise, and is the home to medium and small business enterprises that together ensure the state as the largest contributor to the country's GDP. Keeping in mind the important role played by the SME sector in the economic growth of the State and also with a view to enhance better financing options for SMEs' in the present globalised scenario, FICCI Gujarat State Council proposes to organize a conference on Financing SMEs – Towards Global Competiveness wherein we will take the SMEs of Gujarat through a gamut of comprehensive financial solutions and services aimed at supporting their growth thereby enabling them to create a sustainable competitive advantage at Ahmedabad and Surat. This conference will also address challenges and opportunities pertaining to this sector with experts and policy makers from the Banking and Financial domain.

The event will serve as a platform for discussion and sharing of experience for emerging economies to achieve lasting benefits through the development of the SME sector and its role as a growth engine for economic development.

## Conference Objectives

- Promote SME finance whilst maximizing return
- Understanding fit-for-purpose measures to prevent defaults
- Provide funds for SMEs to optimize performance whilst mitigating risks
- Brainstorm and deliberate on various challenges and issues in SME financing and taxation



## Conference Highlights

- Financing options for SMEs (Gap Funding, Export Funding, R&D/ Innovation Funding, Non Bank Options )
- Financing options for New Start-ups
- Banks' Strategies for Financing SMEs (Advent of Basel norms, Improved Risk Assessment and Management Systems, Cluster Based Approach, Bill / Invoice Discounting, E-Banking, Credit Rating, Credit Guarantee, Venture Capital & Private Equity)
- Opportunities for banks in the Space of SME financing
- SME Business Taxation
- Panel Discussion on Issues in SME Financing



## Who Should Attend

- Policy makers
- SME Units
- Start Up Ventures
- Banks
- Financial Institutions
- PE/VC Firms
- Consultants
- Tax / Legal Experts

## Business Opportunities:

- A. Event Sponsorship
- B. Exhibition facilities
- C. B2B Meetings

## About FICCI

Established in 1927, FICCI is the largest and oldest apex business organization in India. FICCI has been in the forefront of Reforms process and has worked tirelessly with Industry, Government, regulators and other stakeholders to facilitate dialogue to enable suitable policy changes critical for the growth of Financial Sector in India. Through its various forums and research work FICCI keeps regular track of the business and policy issues and works with the government in policy implementation and in developing road map for future course of development. SMEs have been a key focus in this agenda. The FICCI- MSME committee comprises MSME experts from across the country with a key objective to facilitate active dialogue with the policy makers and help create conducive environment for the growth of this segment in India. Further it has also constituted Task Forces on some important issues of concern to the various SME sectors like Technology & Environment, Infrastructure, Credit/ Finance, Marketing, Facilitation, etc. These sub-committees have focused deliberations on allocated subjects and are dedicated to find ways & means to help the SMEs to enhance their growth.

*For participation & sponsorship opportunities, please contact:*

**Federation of Indian Chambers of Commerce & Industry (FICCI)  
Gujarat State Council**

A- 311, Safal Pegasus, Prahlad Nagar,  
100 Ft Road, Ahmedabad – 380 015  
Phone: 079-2693 7581-82  
Telefax: 079-2693 7583  
Email: [contact.gujarat@ficci.com](mailto:contact.gujarat@ficci.com)

## Tentative Programme

### Registration

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### Inaugural Session

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### Tea / Coffee Break

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### Plenary Session - I 'Financing Options'

A lot is talked about with regards to the availability of finance for SMEs and there are probably more finance options available to SMEs than ever before. Still the SME 'financing gap' stares at the face of SMEs at large. The solution could be just what the SME market needs and which will help them with the basics working capital management, enabling them to match cash inflows with outflows to ensure operational stability to continue to find their production process.

### Plenary Session - II 'Financing Options for Start-ups'

While not every small business turns into a multinational, they all face the same issue in their early days – finding the money to enable them to start and build up the business and test their product or service. Why is it harder for them to borrow money from banks or to find private investors? What are innovative financing options for new ventures? These are important questions given the fact that small businesses, and particularly innovative SMEs, become increasingly vital to economic development and job creation as the knowledge-based economy develops.

### Networking Lunch

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### Plenary Session - III 'Taxation Issues for SMEs'

Apart from various impediments that challenge the SMEs on the financial regime, Business Taxation is one of the key concerns for SME units. Taxation issues for the SME units, influence of taxation on SME creation, business structure and growth; arguments for and against tax incentives for SMEs etc. are some of the important areas which need to be addressed.

### Tea / Coffee Break

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### Panel Discussion on 'Issues in Financing'

A financially literate SME is one who knows what are the most suitable financing and financial management options for its business at the various growth stages; knows where to obtain the most suitable products and services; and interacts with confidence with the suppliers of these products and services & its financiers, apart from being familiar with the legal and regulatory framework and the recourse options.

Event Partner:

**BRAND AID**<sup>®</sup>  
pvt. ltd.

Silver Sponsor:

Bombay Stock Exchange Limited  
**BSE**  
The edge is efficiency



# CONFERENCE ON FINANCING SMEs

July 16th, 2011. (Ahmedabad)

Hotel Cambay Grand, Nr. PERD Centre,  
Sola Over Bridge, Thaltej, Ahmedabad-380 054

July 22nd, 2011. (Surat)

The Gateway Hotel, Ambika Niketan  
Athwalines, Surat-395007

## SPONSORSHIP AND EXHIBITION PARTICIPATION FORM

Please Tick (✓) I would like to register as: Exhibitor  Sponsor

Principal Sponsors  Platinum Sponsors  Gold Sponsors

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Name: .....

Category of Sponsorship: .....

Company Name: .....

### Payment Details:

Cheque / DD No  Dated  Payable at Ahmedabad,  
Amount (₹):  (in words)   
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### EXHIBITOR REGISTRATION

#### Exhibition Participation Fees:

Shell Scheme: Rs. 75,000/- + service tax @ 10.3% per 3mx3m standard exhibition stands or multiples thereof.

Space Requirements (in multiples of 9 sq. m)	Sq.m:
Total Cost ₹ 75,000 per 9 sq.m standard stall	₹

### Exhibitor's Details:

Company Name (In Block Letters)	
Contact Person & Designation	
Name on Fascia:	
Products to be displayed	
Address:	
Email	
Telephone	

Name & Designation    Signature & Company Seal    Date:

### Exhibition Facilities

3mX3m standard exhibition stand or multiples thereof, Shell scheme stall will include rear and a sidewall partition, carpet, one table, two chairs, one 5/15amp. Power point, 3 spotlights, fascia name and one waste paper basket. Exhibitors need to check with FICCI for information pertaining to the kind of infrastructure that will be provided. Payment Terms. 100% of the participation fee is to be forwarded to organizers along with this application duly filled in. All Cheque /DD should be made in favour of "FICCI" payable at Ahmedabad, India.

### FOR FURTHER INFORMATION, PLEASE CONTACT

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## Partnership Opportunities

<b>Benefits</b>	<b>Principal Sponsors Rs. 15 Lakh</b>	<b>Platinum Sponsors Rs. 10 Lakh</b>	<b>Gold Sponsors Rs. 5 Lakh</b>	<b>Silver Sponsors Rs. 2 Lakh</b>	<b>Lunch Sponsors Rs. 3 Lakh</b>	<b>Documentation Kit Sponsors Rs. 2 Lakh</b>
No.	1	2				
Prominent display of logo on mailers, conference backdrop and banners along with organizers logo.	All Promotional Materials	Conference Backdrop and Banners	Conference Backdrop and Banners	Conference Backdrop and Banners	Lunch Venue as Lunch Sponsor	On Documentation kit
Display of logo on conference podium with organisers logo	✓	-	-	-	-	-
Inclusion of company profile in conference documentation.	Approximately 250 words	Approximately 100 words	Approximately 50 words	Approximately 25 words	-	-
Corporate literature to be included in delegate pack.	✓	✓	✓	✓	-	✓
Company name and logo will be acknowledged in "Thank you Sponsor Card"	✓	✓	✓	✓	✓	✓
Business Lounge / Stalls	1 Business Lounge	2 Stalls	1 Stalls	-	-	-
Sponsor entitled to VIP corporate invitations to attend the Lunch.	25	20	15	5	10	-