



MSME INTERNATIONAL TRADE FAIR-2012

January 18th to 22nd, 2012

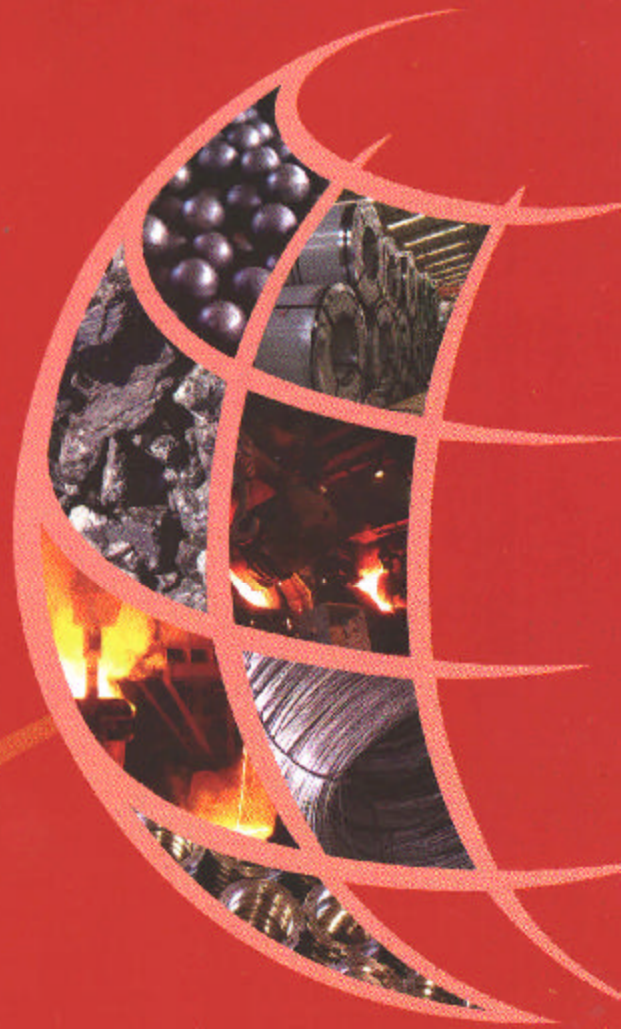
Sector-13, Exhibition Ground, Rourkela, Odisha

Jointly Organised by

एन एस आई सी
NSIC
ISO 9001 : 2008



सर्वमेव जगते
Government of Odisha



In Association with: RCCI



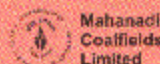
Supported by
All Industries Association of Odisha



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Participation in "MSME International Trade Fair '2012"

ORGANISERS

National Small Industries Corporation Ltd. (NSIC), an ISO 9001:2008 certified **Mini Ratna** company, since its establishment in 1955, has been working to fulfill its mission of promoting, aiding and fostering the growth of micro and small industries and industry related services/business enterprises in the country. Over a period of five decades of transition, growth and development, NSIC has proved its strength within the country and abroad by promoting modernization, up gradation of technology, quality consciousness, strengthening linkages with large and medium enterprises and enhancing exports projects and products from micro & small industries.

NSIC SERVICES AT A GLANCE

MARKETING SUPPORT

- Consortia and Tender Marketing
- Single Point Registration for Government purchase
- Exhibition and Technology Fairs
- Buyers- Sellers Meets
- Exports of Products and projects

CREDIT SUPPORT

- Credit facilitation through Banks
- Financing for Procurement of Raw material (Short Term)
- Financing for Marketing Activities (Short Term)
- Performance and Credit Rating Schemes for Small Industries

TECHNOLOGY SUPPORT

INFORMEDIARY SERVICES

SOFTWARE TECHNOLOGY PARK

- Technology Business Incubators
- Small Enterprise Establishment Programme

INTERNATIONAL COOPERATION

INTERNATIONAL CONSULTANCY

GOVERNMENT OF ODISHA

The State of Odisha is rich in natural resources - minerals, marine, forest and agricultural land, with 480 Kms. long coast line along the Bay of Bengal. Odisha has vast reservoirs of natural resources to spur industrial growth and development. Its fertile land, water resources, mineral wealth, long coastline and forest resources are great assets.

Odisha has a substantial industrial base, comprising of a number of large, medium and small-scale enterprises in Steel, Aluminium, Chrome, Power, Textile, Handicraft and a host of other sectors.

Infrastructure facilities in the State offer tremendous opportunities for national and overseas investment in the export-oriented industries. Odisha is well connected by all modern means of transport surface, air and water. The State has rail and road network providing linkage to the various strategic points with more than 22364 Kms of rail route and 55000 Kms of roadways.

INDUSTRY OVERVIEW

Indian Micro, Small and Medium Enterprise (MSME) sector has acquired a prominent place in the socio-economic development of the country during the past 50 years. The success and significance of the MSME sector in India is well demonstrated by its growing contribution to the gross domestic product (GDP), employment generation, and the foreign exchange earning through the Exports.

There are certain other factors, which also need to be addressed to keep the MSMEs competitive and their products



export worthy. One of the factors is the need to enhance their capabilities to access domestic & international markets. Marketing, a strategic tool for business development, is one of the critical areas where MSEs face problems. In the global arena, they do not have the strategic tools and means for their business developments, unlike the medium and large enterprises. Constant changes in the market dynamics due to technological changes and globalization has had a profound impact on the competitiveness of the MSEs. The MSEs also face problems in operations, in the major is "Access to Markets".

In this direction, NSIC has been stimulating and sensitizing the Micro and Small enterprises to provide goods and services of high quality in order to enable this sector to market their products globally. NSIC has been exposing the micro and small enterprises to global markets through participation in foreign and international level domestic exhibitions to showcase their competencies and to capture market opportunities. NSIC facilitates the participation of the micro

and small enterprises by providing concessions in rental etc. Participation in these events exposes MSEs to international practices and enhances their business prowess.

HIGHLIGHTS OF "MSME INTERNATIONAL TRADE FAIR'2011," AT BHUBNESWAR

The "MSME International Trade Fair'2011" was inaugurated by Hon'ble Chief Minister of Odisha, Shri Naveen Patnaik in the presence of Shri Raghunath Mohanty, Minister of Industries, Steel & Mines, Parliamentary Affairs, and Parliamentary Minister, Govt. of Odisha, Chief Secretary of Odisha and Dr. H. P. Kumar, CMD of NSIC and other dignitaries. This is for the first time in Odisha, such a mega event was organized by NSIC jointly with Govt. of Odisha. Around 250 MSMEs from different part of the country had

participated, besides Central PSUs such as NALCO, MCL, RSPL, IOCL, Paradip Port Trust & Nationalized Banks/Financial Institutions. During the 7 days Fair, various programs such as Seminars, workshops, buyer seller meet, Vendor Development Programme etc were arranged for the participants. In the closing ceremony hon'ble MP, Sri P.Mahapatra and other Ministers of Govt. of Odisha, Industries Revenue, Energy, Urban Development, Higher Education, Tourism, Chief Secretary of Odisha & other Departmental Secretaries were invited as Chief Guests and Guest of Honor in the event. Hon'ble Chief Guest presented awards for Best Display in different sectors like, Central PSUs, SMEs, clusters & Women Entrepreneurs.



MSME INTERNATIONAL TRADE FAIR'2012

Encouraged with the success of "MSME International Trade Fair'2011", NSIC is organizing jointly with Industries Department, Govt. of Odisha sector specific "MSME International Trade Fair' 2012", on "Steel & Mines" from 18th to 22nd January'2012 at Rourkela, Odisha. It will be a perfect platform for those associated with the MSME sector. The show covers a wide range of engineering, manufacturing & allied industries. It is also an ideal platform for mines & minerals based industries for mega industries who require raw material for their plant form the MSME sector.

DISPLAY PROFILE

- Steel & Mining
- Machinery/ Equipment & Machine Tool/ Technology
- Power/ Energy, Electrical & Electronics
- Industrial Products
- Agro & Food Processing & FMCGs
- Pharmaceutical & Chemicals
- Building & Construction Technologies/ Materials
- Plastics, Printing & Packaging
- Automobiles & Auto Components
- Glass & Ceramics/Refractory
- IT & Education & Healthcare
- Handicrafts & Textile & Miscellaneous



Contact for space booking
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Email: borourkela@gmail.com / rourkela@nsic.co.in

Contact for further details
Nodal Officer

The NSIC Limited
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