

# Indian MSMEs To Have Access To \$3.7 Trn Market At Connect India Digital Initiative: WTC



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India's micro, small and medium enterprises (MSMEs) will have access to USD 3.7 trillion markets at the connect India international trade show that will go live online from August 1 till November 1, said World Trade Centre Mumbai in a press statement on Thursday.

Vijay Kalantri, Chairman, MVIRDC World Trade Center (WTC) Mumbai, which is organising the show, said, "Indian MSMEs to access USD 3.7 trillion markets across eight focus sectors in 10 participating countries including Germany, China, USA, Vietnam, Philippines, Canada, South Africa and Qatar in this online Trade Show."

These 10 countries together account for 27 per cent of the world population, or more than one-quarter of the world consumer market, Kalantri said, who is also the board director of the world trade centres association New York.

The eight key sectors that will be the focus area at the trade show include engineering, pharmaceuticals and healthcare, renewable energy, agro-processing, auto-components, textile and home decor, telecom and technology and ICT, which cumulatively contribute 50 per cent of India's total merchandise exports in 2020.

Connect India is an initiative to facilitate at least 500 Indian companies to leverage the global network of 320 WTCs representing more than 1 million companies across the world. The digital platform will also promote exchange of technology, joint ventures, investment and other forms of collaboration with the participating countries.

Scott Wang, Vice President – Asia Pacific, World Trade Centers Association (WTCA), New York informed, "Connect India 2022 is a collaborative initiative between WTC Mumbai and WTCA's Market Access Program. I thank WTC Mumbai for being a host of our Market Access Program by launching Connect India 2022. WTCA Market Access Program will have match-making events, one-to-one meetings, seminars, dedicated pavilions and booths for exhibitors to promote products and services of participating companies."

Rupa Naik, Executive Director, World Trade Center Mumbai informed, "The objective of this Trade Show is to enable our MSMEs to "Connect Virtually and Trade Globally."



## WTC Mumbai to host 3-month long Connect India International Trade Show



Mumbai, June 23 (KNN) M. Visvesvarya Industrial Research and Development Centre (MVirDC) World Trade Center (WTC) Mumbai is organising the Connect India International Trade Show that will go live online from August 1 till November 1.

Indian micro, small and medium enterprises (MSMEs) will have access to USD 3.7 trillion market at the three month long digital trade show.

Speaking at webinar organised to launch the trade show, Vijay Kalantri, Chairman, MVIRDC WTC Mumbai said, "Indian MSMEs to access USD 3.7 trillion market across eight focus sectors in 10 participating countries including Germany, China, USA, Vietnam, Philippines, Canada, South Africa and Qatar in this online Trade Show."

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The event was also addressed by Linh Huynh, Executive Director, World Trade Center Binh Duong New City and Xiaolan Zhu, Chief Executive Officer, World Trade Center Haikou. *(KNN Bureau)*