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## WTC Mumbai, SPTBI partner to help start-ups, MSMEs gain global competitive edge



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**Mumbai, Jan 18 (KNN)** MVIRDC World Trade Center Mumbai (WTC Mumbai) has collaborated with the Sardar Patel Technology Business Incubator (SPTBI) to promote global competitiveness in Indian start-ups, MSME units, and women entrepreneurs in the country.



A Memorandum of Understanding (MoU) has been signed by Rupa Naik, Executive Director, MVIRDC WTC Mumbai and Prof. Dr. B. N. Chaudhari,

Chairperson, SPTBI Bhavan's Campus.

Speaking on this occasion, Naik remarked, "This MoU has set the framework for developing a globally competitive ecosystem for start-ups, MSMEs, and women entrepreneurs by drawing upon the strengths of both the organizations."

Chaudhari pointed out that in this age of rapid transformation in technology and market dynamics, both the organizations will help start-ups and MSMEs stay relevant by enabling high-powered business networking through trade missions, delegations, international fairs, exhibitions and other trade events.

WTC Mumbai will leverage its network of nearly 319 World Trade Centers across 92 countries or regions and its strong ties with diplomatic missions of foreign countries in India to facilitate the exchange of business proposals related to trade, investment and technology transfers.

Start-ups incubated at the Sardar Patel Technology Business Incubator stand to benefit from more than 60 trade programs, new age digital exhibition platform wetrade.org and the newly established Center of Excellence at WTC Mumbai.

WTC Mumbai's flagship programs such as World Trade Week, Global Economic Summit, and its real estate facilities at the premium business center of Mumbai will help start-ups develop new business contacts and gain visibility in the global market. **(KNN Bureau)**