



India – Mekong SME Internationalization Program, provides small and medium businesses an opportunity to enhance their productivity through internationalization. Small and Medium Enterprises (SMEs) in Vietnam exploring India as a potential market are invited to participate in this program to connect with Indian business partners and select financial institutions through acceleration and networking / matchmaking assistance. Through this program, SMEs in Vietnam will have a unique opportunity to gain market information through training and mentorship, connect with trade partners through matchmaking trips; and diversify their exports or better link up to the global value chains centered around South East Asia.

BENEFITS OF THE PROGRAM



Training

Training to SMEs for developing international trade plan



Mentorship

One on one mentorship to assist SMEs in addressing key challenges



Access To Credit

SMEs will be trained to raise financing in target country



Networking

Networking with Indian business, business association and government institutions



Trade Mission

The opportunity to meet with potential customer, suppliers and partners.

An opportunity to get trained and mentored to grow your business in India

- ✓ Identify business goals that align with cross border trade and investment
- ✓ Conduct market research and identify target market
- ✓ Develop entry and growth strategy in target international market
- ✓ Build business network in the target country and showcase your product
- ✓ Decide on trading or investing or both

WHO SHOULD JOIN THE PROGRAM?

SMEs employing up to 200 employees from priority sectors in Vietnam seeking new business partnerships and strategic alliances in India.

SMEs having one or more of these business interests are encouraged to join the program:

- ✓ Want to export or import their product or service
- ✓ Looking to license technology
- ✓ Planning to make greenfield / brownfield investments
- ✓ Looking for merger and acquisitions

Priority Sectors in Vietnam*



Agri & Food Processing



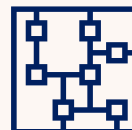
Auto Components



Garment & Textiles



IT / ITES



Healthcare & Pharma

**SMEs in these sectors from Vietnam are encouraged to participate in the program. These sectors have been identified as existing strong sectors and with future growth potential; based on parameters such as trade data indicators, country wise priority sector strategies and bilateral agreements. However, SMEs from other sectors can also participate in this program.*

HOW THE PROGRAM WORKS?

- Self assessment of SME to identify needs
- Online webinar addressing Q&A

One on one mentorship for development of international trade plan

Registration

- SME's register online
- Confirmation email sent to selected SME

Introduction Program

Online Training

Six online training modules

Mentorship

Business Networking Assistance

- Business networking
- Introduction to Indian business partners

For participation in webinar, register – <https://webinar.ficci.com/indiamekongvietnam/>

Register for taking advantage of this programme: <http://igmspartnershipregistration.com/registeradv.php>

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