



## Abstract

Micro, Small and Medium Enterprises Department - Conducting International Exhibition with Buyer - Seller Trade Meet annually in the State for promoting marketing opportunities for the MSME units - Administrative and Financial Sanction - Orders - Issued

Micro, Small and Medium Enterprises (G) Department

G.O. (Ms) No.50

Dated 02.08.2017

ஹேவிளம்பி வருடம், ஆடி 17  
திருவள்ளூர் ஆண்டு, 2048

Read

From the Managing Director, Tamil Nadu Small Industries Development Corporation Limited letter Rc. No.1911/CA&IC/2017-1, dated 17.04.2017.

## ORDER

In the Budget Speech for 2017-18, the following has been announced:-

**An International Exhibition with Buyer Seller Trade Meet will be conducted annually in the State for promoting marketing opportunities for MSME units. A sum of Rs.10 crore has been set apart for this purpose for the year 2017-18.**

2. Based on the above announcement, the Managing Director, Tamil Nadu Small Industries Development Corporation Limited has sent proposal and stated that MSME units provide employment to 80.81 lakhs persons through 12.94 lakh enterprises. The State Government attracts greater importance for the vibrant growth of MSMEs by offering many incentives, subsidies etc. The vision 2023 statistic documents identify marketing assistance as one of the key pillars for MSMEs development. Identifying market for the product and marketing of the product in the identified market within and outside the country is a challenging task for MSMEs. Owing to their diminutive size both in terms of investment and turnover, they lack the resources to identify the potential market for their products both inland and overseas. Hence, the MSMEs require support from the Governments so that they will be able to identify and tap the market locally & globally and will be in a position to grow in the competitive market dominated by major industries and MNCs. Therefore as an effective tool of trade promotion of MSMEs products, it is proposed to

conduct an International Level Buyer - Seller Meet along with Seminar and Sales in Chennai in Focus Area products.

3. The Scheme will be titled as "International Exhibition with Buyer – Seller Trade Meet for Business Growth of the MSMEs". The major objectives of the scheme are:

- (i) To provide market access to MSME Units for their products within and outside the country by giving necessary platform to show case their products, technologies capabilities etc.,
- (ii) To find new customers in the exhibition, seminars and Buyer – Seller Meet for business growth.
- (iii) To enhance the competitiveness of MSME's by getting exports latest technological and industrial trends
- (iv) To create brand awareness of MSME's product and services.

In order to ensure participation of potential and quality stake holders, trade show and buyer seller meet will be primarily conducted on some select sector themes such as Auto components, general engineering, machine, manufacturing, textile and garments chemicals minerals based industries, food and agri business, biotech, fabrication, electrical and electronic products and equipments, pharmaceutical etc.,

4. The following Committees shall be constituted for providing an institutional framework for the successful conduct of the event with defined specific functions and powers:-

- a) Steering Committee under the Chairmanship of the Principal Secretary, MSME Department
- b) Organisation Committee under the Chairmanship of the Managing Director, SIDCO

The Scheme implementation will be guided by a Steering Committee to ensure coordination from various department and organisation and sectoral stake holders for successful conduct of the events. It will guide the organizing committee on various aspects and also review the progress of the Scheme. This Committee will be mandated to make any changes in the Scheme guidelines and sectoral adjustments within the allocated budget for the scheme, as and when required. The composition of the Steering Committee is as follows:

1	Principal Secretary, Micro, Small and Medium Enterprises Department	Chairman
2	Secretary to Government, Finance Department	Member
3	Secretary to Government, Industries Department	Member

4	Industries Commissioner / Director of Industries and Commerce	Member
5	Managing Director, TIIC	Member
6	Director, Guidance Bureau	Member
7	Managing Director, Chennai Trade Centre	Member
8	Director , Tourism Department	Member
9	Director, EDII-Tamil Nadu	Member
10	Managing Director, SIPCOT	Member
11	Head of Sector Specific Association	Member
12	President, TANSTIA	Member
13	Chairman, CII (SR)	Member
14	Managing Director, SIDCO	Member- Convenor
15	Any other members as decided by the chairman	Special Invitee

5. Management and operation of the events will be done by Organisation Committee including events plan, promotional and communication plan, conduct of road shows, trade fair programme, logistical plan, relevant side events and other necessary activities and post event follow up: The Organisation Committee may take necessary support from reputed organising partners, knowledge partners, Event management consultant who has got minimum 5-7 years of experience in organising International Exhibitions and Buyer – Seller Meet. Such Agencies will be engaged by the Organisation Committee in a transparent manner through Tender / Expression of Interest.

6. The constitution of Organisation Committee will be as follows:-

1	Managing Director, Tamil Nadu Small Industries Development Corporation Limited	Chairman
2	Industries Commissioner & Director of Industries and Commerce	Member
3	Director, EDII – Tamil Nadu	Member
4	Additional Commissioner, Industries & Commerce Department	Member
5	Managing Director, SIPCOT	Member
6	TANSTIA / Other Association as Decided by Steering Committee Head of Sector Specific Associations	Member
7	Deputy General Manager, SIDCO / Additional Director, IC & DIC	Member – Convenor

7. As most of the MSMEs are not financially equipped to meet out marketing expenditure on par with large industries, they are to be provided

financial assistance to enable them to participate in the International Exhibitions and Buyer – Seller Meets (BSM) and other connected events arising out of the BSM. The scale of assistance will be as follows:-

**Assistance for participation in State Level International Exhibition and Buyer – Seller Meet (Stand alone event) :**

- Upto 100 MSMEs may be considered for participation in the event through concessional Stalls
- Each MSE will be provided 75% space rent
- Each Medium Enterprises will be provided 50% space rent
- MSE promoted by women entrepreneur and SC /ST will be provided 90% space rent

The selection of MSME units to participate in the International events will be done by the Organisation Committee.

8. "An International Exhibition with Buyer – Seller Trade Meet" will be conducted annually in the state at Chennai for promoting marketing opportunities for MSME units at a budget estimate of Rs. 1000.00 lakhs has been set apart for this.

**Break up of Scheme Budget Details:**

Sl. No.	Details	Rs. in lakh
I	Cost of organising International Exhibition with Buyer – Seller Trade Meet (Hall charges, event promotion charges etc.)	800.00
II	Pre Event Promotion visit expenses	40.00
III	Event promotion expenses (overseas)	60.00
IV	Global Investors Meet related activities	100.00
	Total budget	1000.00

**Break up details for the Budget Estimate proposed**

**I. For International Exhibition with Buyer – Seller Meet (for three days) in Chennai**

Sl. No.	Details	Rs. in lakh
1	Hall Rent Charges (For 300 stalls of 9 sq. mt size)	75.00
2	Construction of Exhibition Hall	120.00
3	Seminar Hall charges (2 days – 8 seminars @ Rs.05.00 lakh per seminar)	50.00
4	Catering charges for 1000 persons	75.00

5	Stationery & Printing	15.00
6	Event Promotion and Publicity with the knowledge partner	100.00
7	Investor MSMEs Road shows (three places)	60.00
8	Stakeholders Meet in Tamil Nadu	20.00
9	Investors Bank Meet	05.00
10	State Stall Construction with Decoration	30.00
11	Transport Charges	30.00
12	Administrative Charges	20.00
13	Event Organiser's fee	20.00
14	Knowledge Partner Fees	15.00
15	Foreign Experts' (10 persons) Travelling Expense From two partner countries	30.00
16	Foreign Experts' stay and local Travel Expenses for three days	10.00
17	Trade Representatives' (10 persons) Travelling Expenses from two partner countries	30.00
18	Trade Representatives stay and local travel Expenses	10.00
19	Development of website & B2B software	20.00
20	Reverse delegation expenses (Hall charges & conveyance charges)	50.00
21	Unforeseen expenditures	15.00
	Total	800.00

**II Pre - Event Promotion visit expenses to two partner countries:**

		Rs. in lakh
1	Travel expenses for the official delegation (Five officials)	20.00
2	Stay, food and local travel expenses for two days	8.00
3	Hall charges to conduct meeting with local businessmen	4.00
4	Refreshment and Lunch expenses	4.00
5	Interpreter's charges	1.00
6	Liaison / organisation fees	3.00
	Total	40.00

**III Event Promotion Expenses (Overseas):**

		Rs. in lakh
1	Event promotion expenses in partner country through print and electronic media	60.00

#### IV Global Investors Meet related activities

		Rs. in lakh
1.	Other Trade Facilitation and Investment Promotion activities in connection with Global Investors Meet related activities	100.00

#### **Expected Benefits:**

For participation in such International Exhibition MSMEs will get the opportunity to:

- Showcase its products or services and reach a targeted audience;
- Create or reinforce the visibility and raise the awareness and interest about its supply capacity;
- Attend to inquiries and disseminate information;
- Identify new potential customers or strengthen relations with the existing ones;
- Establish backward and forward business linkages;
- Identify agents;
- Negotiate offers which may result in actual orders;
- Develop the relationship network;
- Meet potential partners that can lead to business alliances.
- Exploring the market and observing the trends;
- Gathering information e.g:
  - Keeping abreast of product and industry innovations;
  - Knowing what competitors do;
  - Learning latest sales and promotion techniques.
- Comparing quality, price, and marketing mix performance;

9. The Managing Director, SIDCO has requested the Government to sanction a sum of Rs.1000.00 lakhs (Rupees One thousand lakh only) for the year 2017-18 to conduct an International Exhibition with Buyer – Seller Trade Meet annually in the State for promoting opportunities for the MSME units.

10. Government after careful consideration of the proposal of the Tamil Nadu Small Industries Development Corporation Limited have decided to accord administrative sanction for the year 2017-18 to conduct an International Exhibition with Buyer – Seller Trade Meet annually at Chennai for promoting business opportunities for the MSME units at an expenditure of Rs.10,00,00,000 (Rupees Ten Crore only).

11. The Government also accord financial sanction for a sum of Rs.10,00,00,000 (Rupees Ten Crore only) to the Tamil Nadu Small Industries Development Corporation Limited for conducting the International Exhibition with Buyer – Seller Trade Meet for the year 2017-2018.

12. The expenditure sanctioned in para.11 above shall be debited on the following Head of account:-

2851.00. Village and Small Industries -102. Small Scale Industries - State's Expenditure - MS. International Buyer Seller Trade Meet - 09- Grants-in-Aid - 03 - Grants for Specific Scheme  
(DPC. 2851-00 -102- MS- 0932 )

13. The Additional Chief Secretary / Industries Commissioner and Director of Industries and Commerce is authorised to draw and disburse the amount sanctioned at para.11 above to the Managing Director, Tamil Nadu Small Industries Development Corporation Limited. The Managing Director, Tamil Nadu Small Industries Development Corporation Limited will send utilization certificate through Additional Chief Secretary / Industries Commissioner and Director of Industries and Commerce to the Government at appropriate time without fail.

14. This order issues with the concurrence of the Finance Department vide its U.O. No.39443/JS(K.M//Industries/2017, dated 31.07.2017.

(BY ORDER OF THE GOVERNOR)

**MANGAT RAM SHARMA**  
**PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Additional Chief Secretary / Industries Commissioner  
and Director of Industries and Commerce,  
Thiru Vi. Ka. Industrial Estate, Guindy, Chennai-32.  
The Managing Director,  
Tamil Nadu Small Industries Development Corporation Limited,  
Thiru Vi. Ka. Industrial Estate, Guindy, Chennai-32.  
The Additional Chief Secretary to Government,  
Finance Department, Chennai-9.

**Copy to:-**

Office of the Hon'ble Chief Minister, Chennai-9.  
The Special Personal Assistant to Hon'ble Minister for Rural Industries,  
Chennai-9.  
The Special Personal Assistant to Hon'ble Minister for Fisheries, Finance  
& Personnel and Administrative Reforms, Chennai-9.  
The Private Secretary to Chief Secretary to Government, Chennai-9.  
The Personal Assistant to Principal Secretary to Government,  
Micro, Small and Medium Enterprises Department, Chennai-9.  
The Private Secretary to Additional Secretary to Government,  
Micro, Small and Medium Enterprises Department , Chennai-9.  
The Finance (Industries) Department, Chennai-9.  
The Accountant General (E&RSA), Chennai-18.(By Name ).

The Pay and Accounts Officer, Chennai-8.  
The Chief Accounts Officer,  
Directorate of Industries and Commerce, Chennai-32.  
Micro, Small and Medium Enterprises (B / OP) Department, Chennai-9.  
Sf/Sc.

/FORWARDED BY ORDER/

  
SECTION OFFICER

21/8/17