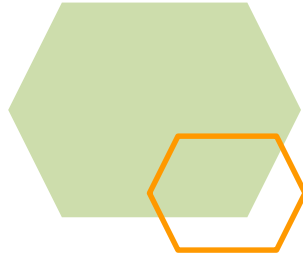


Volume 212



## CONTENTS

---

WORLD SME  
UPDATE

---

STARTUP UPDATE

---

EVENTS UPDATE

---

WASME UPDATE

# WASME SME UPDATE

FORTNIGHTLY E- BULLETIN FOR GLOBAL UPDATE  
ON SME NEWS, EVENTS, & PROGRAMS

ISSUE: 16-31 AUGUST 2024

## GREECE

### Low productivity hurts SMEs

Greek small and medium-sized enterprises have the second lowest productivity in the EU according to the latest annual report on SMEs by the European Commission.

The added value per SME employee in Greece was €22,400 in 2023, ahead of only Bulgaria (€21,600) among the 27 member-states. The EU average is €54,500.

A silver lining among these dire numbers is that Greek SMEs had the third largest growth in gross added value (GAV), 3%, in the EU, where on average, GAV dropped 1.6%. The EC report estimates that productivity will grow at an even faster clip, 5.7%, in 2024, the second fastest in the EU.

This positive productivity growth in 2023 was driven exclusively by very small enterprises (up to nine employees), whose productivity rose 13.2%, while it declined in SMEs.

The report notes that Greece depends on SMEs more than other EU countries, representing 99.9% of the total of non-financial companies and employing the highest percentage of people in the EU, at 84.6%; the EU average is 65.2%. SMEs' GAV, at 67%, is the sixth highest in the EU, which has an average of 53.1%.

“Average SME productivity increases with enterprise size,” notes Alpha Bank’s weekly Bulletin on Economic Developments. “Therefore, gains in the average size of SMEs could lead to serious economies of scale, better credit rating and opportunities to invest in new sectors that will boost their productivity,” it adds.

Investments in capital equipment and digital upgrades would be crucial in boosting productivity, the analysts note, adding that the digitalization of SMEs significantly lags the EU average.

According to the Digital Economy and Society Index (DESI), Greek SMEs are in 24th place in being digital-intensive, at least at a rudimentary level: Only 43.3% satisfied this criterion, against an EU average of 57.7%.

The percentage of SMEs engaging in electronic commerce (18.2%) does not significantly lag the EU average (19.1%), but e-commerce accounted for just 5% of total sales versus 12% in the EU.

[Read More](#)

## IRAQ

### Saudi Cabinet approves deal with Iraq on financial intelligence cooperation

Saudi Arabia's Cabinet has approved a memorandum of understanding with Iraq to enhance financial intelligence cooperation, focusing on anti-money laundering and counter-terrorism financing measures. The agreement, endorsed during the weekly ministerial meeting chaired by Crown Prince Mohammed bin Salman in Riyadh on Aug. 27, involves exchanging investigations between the Saudi General Directorate of Financial Investigation at the Presidency of State Security and the Iraqi Money Laundering and Countering Financing of Terrorism Office, according to the Saudi Press Agency.

The deal was initially signed on the sidelines of the Arab Forum of Anti-Corruption Agencies and Financial Intelligence Units, held in Riyadh in May, which brought together around 600 experts and 75 speakers. The Kingdom has made significant strides in combating money laundering and counter-terrorism financing by establishing comprehensive laws within these sectors.

Saudi Arabia has also formed partnerships and information-sharing agreements with other countries and international organizations, such as the Financial Action Task Force, to bolster global efforts against monetary crimes. As a founding member of the Middle East and North Africa region's FATF since November 2004, the Kingdom's full membership reflects its reported "tangible progress" and efforts in implementing the task force's guidelines.

In a statement to the Saudi Press Agency following the session, Minister of Media Salman Al-Dosari said that the Cabinet also ratified a cooperation agreement for modern transportation methods between the Ministry of Transport and Logistics Services and Estonia's Ministry of Climate. The minister added that the ministerial council further approved two MoUs between Saudi Arabia and both Mauritius and Sri Lanka on cooperation in promoting direct investments. Al-Dosari said that the Cabinet approved a deal between the country's General Court of Audit and the Tunisian Court of Accounts for cooperation in accounting, auditing, and professional fields.

In February, the GCA and Tunisia's supreme audit institution signed a MoU in Tunis to enhance cooperation in accounting, supervisory, and professional work. Hussam Al-Angari, GCA's president, said the deal was built on agreements his entity had signed with similar agencies in other countries. He added that it aims to improve cooperation between the two sides in financial auditing, compliance, and performance oversight, and that would be achieved through several research and consulting projects, meetings, conferences, and training programs on topics of common interest.

The Cabinet also addressed key local economic developments, including the latest statistics and related indicators, such as the 10.5 percent increase in non-oil exports in the second quarter of 2024 compared to the same period last year. The council also reviewed several general topics on its agenda and took the necessary actions.

[Read More](#)

## JORDAN

### IFC and Jordan Ahli Bank Launch First Locally Issued Sustainability Bond in Jordan

IFC, a member of the World Bank Group, announced it subscribed \$50 million in Jordan's first locally issued sustainability bond, by Jordan Ahli Bank (JAB), to help boost climate finance for Small and Medium Enterprises (SMEs), support women-owned and -led entities, and create thousands of jobs. Jordan is increasingly vulnerable to climate-related hazards including rising temperatures, droughts, and landslides. The bond's proceeds will finance climate and social projects for SMEs, helping them reduce energy costs and avoid greenhouse gas emissions, while contributing to the country's green resilience and creating jobs.

*"This bond marks a significant step forward in our commitment to sustainable and responsible finance, a crucial growth area for both Jordan Ahli Bank and the wider banking sector," said Dr. Ahmad Al-Hussein, Jordan Ahli Bank CEO and General Manager. "It aligns seamlessly with Jordan's strategic goals for economic modernization and sustainable development, supporting green businesses—especially SMEs— and enhancing social inclusion."*

The investment is supported with blended finance through IFC's Global Small and Medium Enterprises Finance (GSMEF) Facility, funded by the governments of the United Kingdom and the Netherlands. *"Innovative private sector investments are needed to help Jordan's banking sector transition toward sustainable finance and tackle pressing climate challenges,"* said Khawaja Aftab Ahmed, IFC's Regional Director for the Middle East, Pakistan and Afghanistan. *"This investment, fully aligned with Jordan's Economic Modernization Vision (EMV) and World Bank Group Country Climate and Diagnostic Report (CCDR), will help Jordan Ahli Bank boost its green lending, expand access to finance for underserved small and medium businesses, including women-owned ones, and contribute to Jordan's growing assets market."*

While SMEs represent over 90 percent of all enterprises in Jordan, access to loans remains a struggle, with limited lending to SMEs accounting for only 10.7 percent. IFC's investment is expected to help create up to 10,000 jobs as a result of the increased SME lending. Jordan's unemployment rate currently stands at 22 percent. The investment, which marks IFC's second engagement in Jordan's privately issued bonds, aligns with the World Bank Group's Country Partnership Framework for Jordan, which focuses on creating more and better jobs for youth and women, and boosting economic resilience and sustainability by investing in green infrastructure projects.

IFC has been a steadfast partner of Jordan for half a century, supporting the private sector with investments and advice that help increase competitiveness, create jobs, build sustainable infrastructure, and improve financial inclusion. IFC has invested more than \$2 billion across sectors and helped create and maintain 18,000+ jobs per year on average, out of which more than 3,300 are held by women. IFC has also established its office in Amman as a regional hub for the Middle East, Pakistan, and Afghanistan.

[Read More](#)

## KOREA

### South Korea and Vietnam Strengthen SME Cooperation with High-Level Meetings

Minister of SMEs and Startups (MSS), Oh Young-joo, engaged in discussions on effective support measures for SMEs with the One Team Support Council for SMEs at the Embassy of Vietnam during the "Overseas Diplomatic Missions Meeting for Supporting the Globalization of SMEs." This meeting marked the beginning of a series of high-level engagements aimed at bolstering SME cooperation between South Korea and Vietnam.

The following day, Minister Oh met with key officials from major government departments in Hanoi, Vietnam, to further discuss cooperation in the SME sector and to request attention to Korean companies operating locally. This meeting was part of a broader agenda to strengthen bilateral ties and support the international expansion of SMEs.

Minister Oh attended the 1st Korea-Vietnam SME Committee next day on August 28, which saw participation from over 120 representatives from both governments and SMEs. Among the notable attendees was Nguyen Chi Dung, Minister of Planning and Investment of Vietnam. The SME Committee's agenda included the presentation of the implementation plan for the cooperation MOU signed last July, and the announcement of cooperation matters between the Korea Federation of SMEs, Korea Startup Forum, Vietnam's National Innovation Center (NIC), and the Vietnam Association of Small and Medium Enterprises (VINASME).

Minister Oh emphasized the importance of this collaboration, stating, "Vietnam is the country with the second-highest number of new corporate establishments by our SMEs, following the United States." She further added, "*This committee will serve as a government-to-government cooperation channel, fostering sustainable growth for both countries based on the innovation and challenges of SMEs, and pioneering new areas of economic cooperation between Korea and Vietnam.*"

Following the SME Committee, Minister Oh held a bilateral meeting with Huynh Thanh Dat, Minister of Science and Technology. The discussions focused on supporting Vietnamese talents in finding employment in Korean startups and the globalization of the Korean startup ecosystem through the recently opened Global Startup Center (GSC) in Gangnam and the K-Startup Center (KSC) Hanoi, which opened last year. They also proposed new cooperation in the field of manufacturing innovation, such as smart factories for improving productivity and digital transformation in small manufacturing sites.

Minister Oh then met with Bui Thanh Son, Deputy Prime Minister and Minister of Foreign Affairs of Vietnam, to exchange various opinions on overall cooperation in the SME sector. She particularly requested the Vietnamese government's active interest in Korean SMEs operating in Vietnam and discussed future government and private sector exchange and cooperation.

The day's events concluded with a dinner hosted by Nguyen Minh Vu, Deputy Minister of Foreign Affairs, where innovative SMEs from both countries participated and exchanged ideas. This dinner provided a platform for further networking and collaboration, reinforcing the commitment to mutual growth and innovation.

[Read More](#)

## NAMIBIA

### USADF pledges N\$180 million to empower Namibian SMEs

The United States African Development Foundation (USADF) has announced a new round of funding aimed at strengthening the small and medium-sized enterprises (SMEs) sector in Namibia. The initiative pledged approximately N\$176 million to support Namibian entrepreneurs, particularly women and youth. Speaking at the launch of the Market Access Support Programme in Windhoek, USADF President and chief executive officer, Travis Adkins highlighted the importance of this new round of funding.

He stressed that the initiative aligns with the foundation's commitment to ensuring that no Namibian is left behind in the nation's economic empowerment efforts. *"The programme is designed to add value to Namibian products, with a particular focus on those with export potential,"* he said.

In addition to the substantial funding commitment, USADF also announced a new grant of N\$4.4 million to further support the Market Access Support Programme. This initiative aims to provide entrepreneurs with the necessary tools and resources to create jobs, alleviate poverty, and contribute to the country's economic growth. The USADF's partnership with Namibia has been instrumental in supporting grassroots enterprises and fostering sustainable economic development.

The foundation has a long history of investing in African-led initiatives that improve livelihoods, and this latest funding round is expected to positively impact Namibia's SME sector. The USADF's latest round of assistance comes as part of its broader commitment to economic development in Africa. The foundation has been actively involved in Namibia for several years, supporting various initiatives aimed at enhancing economic opportunities for marginalized communities.

This latest funding round builds on previous efforts, with a specific focus on creating market access and enhancing the export potential of Namibian products. Adkins said that the strategic importance of this funding supports economic growth and also aligns with broader U.S. efforts to foster sustainable development across Africa. He added that the partnership between the USADF and the Namibian government is seen as a model for how international cooperation can drive meaningful change at the local level, empowering communities and building resilience against economic challenges.

[Read More](#)

## TURKEY

Türkiye and Sweden aim to expand trade volume beyond \$5B with JETCO protocol

Türkiye's Trade Minister Omer Bolat announced plans to increase the trade volume between Türkiye and Sweden to over \$5 billion in the near future. The announcement followed his meeting with Johan Forssell, Sweden's Minister for International Development Cooperation and Foreign Trade, during the second session of the Türkiye-Sweden Economic and Trade Joint Committee (JETCO) meeting in Stockholm.

In a written statement shared on his social media account, Bolat emphasized that the visit provided an opportunity to evaluate and strengthen the cooperation and opportunities between the two nations. *"At the meeting, we built a strong foundation for new collaborations, particularly in renewable energy, health tourism, green economy, technology, defense, SMEs, and startups,"* Bolat said.

He added that this roadmap was formalized with the signing of the JETCO *Protocol, which outlines the future direction of Türkiye-Sweden economic relations. "Together with our private sector institutions, business community, industrialists, and companies, we aim to elevate our bilateral trade volume to over \$5 billion in a short period,"* Bolat stated.

Bolat also underlined the ongoing efforts to modernize the customs union, in addition to advancing bilateral cooperation with Sweden. Alongside Forssell, Minister Bolat participated in a Roundtable Meeting in Stockholm, attended by representatives from the Turkish and Swedish business communities.

Bolat remarked that Türkiye is closely monitoring and shaping the economic and trade developments in Europe and globally, particularly during a period when global trade is being reshaped around digitalization and green transformation.

He highlighted Türkiye's position as a secure destination for international investments, driven by innovative policies and effective investment incentive instruments.

Expressing satisfaction with Sweden's recognition of Türkiye as a reliable trade partner amidst emerging global trade and supply chain challenges, Bolat stated, *"We believe today's meetings will lead to the emergence of new areas of cooperation and will further deepen our relations with Sweden in the coming period."*

[Read More](#)

## AUSTRALIA

### NSW startups to expand into South-East Asia with new government-backed program

A new pilot program by the NSW government will give local startups the opportunity to expand their businesses into South-East Asia, leveraging landing pads in Vietnam, Indonesia, and Malaysia. This initiative aims to help innovative NSW companies scale their operations internationally.

As originally reported by InnovationAus, up to nine startups will have access to facilities in South-East Asia. In return, startups from Vietnam, Indonesia and Malaysia will gain access to the International Landing Pad at the Sydney Startup Hub. The program was originally announced by the Minns government in mid-2023 and officially launched earlier this year, providing foreign tech companies with up to six months of free desk space at the hub.

To be eligible for the program, international companies must operate in sectors such as digital technology, clean economy, defense aerospace, MedTech, life sciences or AgriFood. They must also have a minimum revenue of \$5 million.

The selected NSW startups will have the opportunity to work at Saigon Innovation Hub (SiHub) in Vietnam, Living Labs in Jakarta, or Common Grounds in Kuala Lumpur. This initiative is part of a broader strategy by the NSW government to boost the state's innovation sector, increase investment, and expand export opportunities.

NSW Minister for Industry and Trade Anoulack Chanthivong said the 12-month program is designed to help local startups grow on an international scale while simultaneously bringing fresh ideas and collaborations to New South Wales.

*"By getting these agreements in place, we're making sure that the International Landing Pad doesn't just open the door to companies who want to invest in NSW, it lets NSW businesses scale up and expand on an international level,"* Minister Chanthivong said. *"This will allow them to deepen their understanding of those markets and build the relationships critical to their expansion."*

The International Landing Pad at the Sydney Startup Hub was originally announced in mid-2023 and officially launched earlier this year. This program is part of the NSW government's ongoing strategy to attract international startups to the state and bolster global engagement in the technology sector. However, this launch comes amid financial recalibrations within the NSW government.

In the 2023 Budget, Treasurer Daniel Mookhey redirected substantial funds originally earmarked for science and innovation to address other priorities and deliver savings.



One of the affected initiatives was the \$703 million Future Economy Fund, designed by the previous government to support research and commercialisation in high-growth sectors like medtech, defense and quantum technologies.

The Minns government's decision to repurpose this fund created uncertainty around several innovation grants, including the MVP Ventures program, which was paused. Despite these challenges, the MVP Ventures program was re-launched in a scaled-down form, with 20 startups sharing nearly \$1 million in funding earlier this year. However, the program did spark debate regarding 80% of recipients being from the Sydney metro area.

The International Landing Pad, alongside other innovation initiatives, is seen as a crucial part of this effort to keep New South Wales competitive on the global stage amidst financial restraints.

[Read More](#)

## AFRICA

### **A New Era in African Health Innovation: HealthTech Startup Accelerator Programme Launched**

The United Nations Development Programme (UNDP) and the timbuktoo Africa Innovation Foundation have officially launched the first call for the HealthTech Startup Accelerator Programme, a groundbreaking Pan-African initiative aimed at revolutionizing healthcare innovation across the continent. The programme, hosted at the HealthTech Hub in Kigali, Rwanda, seeks to empower visionary entrepreneurs and startups dedicated to creating cutting-edge health technologies that address Africa's most pressing healthcare challenges.

The HealthTech Startup Accelerator Programme is designed to provide comprehensive support to early-stage startups, offering them access to mentorship, funding, and state-of-the-art resources. This initiative is part of the broader timbuktoo initiative, which aims to mobilize and invest one billion dollars in catalytic and commercial capital over the next ten years to ignite Africa's startup revolution.

Speaking at the launch, the UNDP Assistant Secretary-General and Regional Bureau for Africa Director Ms. Ahunna Eziakonwa stated, *"By harnessing innovation to advance health outcomes across Africa, this programme will bridge critical gaps in healthcare access and quality, propelling progress toward the Sustainable Development Goals (SDGs). Our work here at timbuktoo is about creating a future where every African has the opportunity to thrive, where no one is left behind."*

The HealthTech Hub in Kigali, one of timbuktoo's ten thematic hubs, brings together government agencies, private sector partners, and academic institutions to create a dynamic environment for innovation. The Hub will also foster collaboration and knowledge-sharing across the continent, ensuring that the benefits of health technology innovation drive sustainable and inclusive healthcare solutions for all Africans.

Applications are now open to African-owned startups registered in Africa, with founders aged 18 to 35, with a minimum viable product, poised for scale and sustainability. The initiative seeks technology-focused entrepreneurs and startup founders who are building, or have already built, HealthTech solutions that meet the application criteria. Targeted sectors include telemedicine, healthcare logistics, diagnostics, and mobile health. Interested start-ups must complete an online application form before 6 October 2024.

*"Young innovators across Africa are the driving force behind the continent's transformation. Through this Programme, we are empowering the next generation of leaders to solve Africa's most pressing healthcare challenges. Together, we can build a healthier, more resilient future for all,"* said Ms. Fatmata Lovetta Sesay, UNDP Rwanda's Resident Representative.

[Read More](#)

## EUROPE

### Oslo-based Ocean Oasis secures €6 million to turn wave power into freshwater

Ocean Oasis, a pioneering Norwegian cleantech company secured a €6 million grant from the European Union to advance its innovative wave-powered desalination technology. This substantial funding will support the development and deployment of the first fleet of offshore desalination buoys aimed at addressing water scarcity on the Spanish island of Gran Canaria.

The €6 million grant, awarded by the European Executive Agency on Climate, Infrastructure and Environment (CINEA) under the Circular Economy and Quality of Life Programme, marks a critical milestone in Ocean Oasis' mission to provide sustainable freshwater solutions. The project, named DESALIFE (Desalination for Environmental Sustainability and LIFE), will harness the abundant wave power off the coast of Gran Canaria to convert seawater into potable water, benefiting up to 15,000 people in the region.

The Canary Islands, situated off the west coast of Africa, have long grappled with water scarcity. With local water resources under pressure, the islands have increasingly relied on desalination. However, traditional desalination methods often come with high energy costs, carbon emissions, and environmental concerns such as brine discharge.

Ocean Oasis' wave-powered technology offers a zero-emission alternative, producing freshwater without increasing energy consumption or environmental impact.

Kristine Bangstad Fredriksen, CEO and Co-founder of Ocean Oasis, expressed her enthusiasm for the project, stating, "At Ocean Oasis, we believe that renewable energy, particularly wave power, holds the key to a future where clean water is both accessible and abundant. The DESALIFE project represents a significant step forward in demonstrating our technology's potential, not just for the Canary Islands, but for coastal communities worldwide."

The €6 million EU grant will fund the construction and deployment of floating desalination buoys, which will be tested in deep waters off Gran Canaria's north coast. This location was chosen for its favorable wave conditions and its proximity to existing desalination facilities, which will integrate the offshore freshwater production into the island's water supply.

The project involves a consortium of key partners, including the Canary Islands Institute of Technology (ITC), The Oceanic Platform of the Canary Islands (PLOCAN), the Group for the Research on Renewable Energy Systems (GRRES) of the Universidad of Las Palmas de Gran Canaria (ULPGC), and elittoral, a consultancy specializing in coastal and oceanographic engineering.

Miguel Hidalgo, vice president of the Gran Canaria Island Water Council, emphasized the strategic importance of the DESALIFE project: "This initiative not only strengthens our commitment to renewable energy but also aligns with our broader goal of transitioning toward a sustainable, energy-efficient, and climate-resilient economy."

The DESALIFE project aims to have its first pre-commercial buoys operational by mid-2026, paving the way for scaling the technology to other islands in the archipelago and beyond. If successful, this pioneering approach could provide a blueprint for addressing water scarcity in coastal and island communities globally, all while minimizing environmental impact and promoting renewable energy use.

[Read More](#)



The poster for the Index Saudi Arabia 2024 event is divided into two main sections. The left section features the WASME logo and the text 'World Association for Small and Medium Enterprises (WASME)', 'INDEX SAUDI ARABIA 2024', and the dates '17-19 Sept. 2024'. The right section is titled 'EXCLUSIVE BENEFITS FOR INDIAN MSMES' and lists several benefits: 'Staff Rent up to Rs 3 Lakhs', 'Airfare up to Rs 1.5 Lakhs', 'Logistic Support Up to Rs. 50,000', and 'B2B B2B meeting with Saudi Arabia Govt. & Top Corporates'. It also lists sectors: Textiles, Kitchen And Bathroom, Flooring And Surfaces, Furniture & Furnishings, Fit-Out Services, Art, Bed & Bedding, Accessories, and Décor & Homeware. The event is held at the Riyadh International Convention & Exhibition Center, Riyadh, Saudi Arabia, from 17-19 Sept. 2024.

Date: 17-19, September, 2024

Venue: Saudi Arabia

Details: <https://www.wasmeinfo.org/events.html>



The poster for the 28th International Conference on Small and Medium Enterprises (ICSME) features a dark background with a glowing globe on the right. The text includes the WASME logo, 'World Association for Small and Medium Enterprises (WASME)', and 'WASME ICSME 2024'. The main title is '28<sup>th</sup> International Conference on Small and Medium Enterprises (ICSME)' with the theme 'Innovative Pathways for Sustainable SME Growth: Bridging Global Opportunities'. The date is '20th September 2024' and the venue is 'Riyadh, Saudi Arabia'. Social media icons for Facebook, Instagram, Twitter, LinkedIn, and YouTube are shown at the bottom left, along with the website 'www.wasmeinfo.org/icsme2024' at the bottom right.

Date: 20 September, 2024

Venue: Riyadh, Saudi Arabia

Details <https://www.wasmeinfo.org/events.html#>

# ► Membership

WASME has members in different countries across the world. Member constituents represent industrial promotional organizations of various types and come from highly industrialized, developing and transition economies, as well as least developed countries. WASME has a broad membership spectrum that includes:

## Categories

### General Members

- ◆ Ministries/ Government Departments
- ◆ Public Sector Undertakings/Semi Government Organization
- ◆ Export Promotion Councils/ Trade Councils
- ◆ Financial Institutions/ Banks/ NBFCs
- ◆ SME Promotion Organization/ Enterprise Development Organization

### Chambers/ Industry Associations/ SME Associations

### International & Regional Federations/ Associations

### Associate Members

- ◆ Corporations, Consulting Firms
- ◆ Partnership/ Proprietorship/ LLP etc
- ◆ Research Institutes/ Technical Institutes/ Universities
- ◆ Individual Consultants/ Experts/ Students
- ◆ NGOs/ SMEs etc.

### Permanent Members

- ◆ Any General Member or Associate Member who is willing to be Permanent Member of WASME

## Benefits to Members

**Collaborating with other members on issues of common interest to enable local SMEs gain access to a variety of advantages, such as:**

- ◆ Making advantage of a vast network of WASME to create new alliances
- ◆ Building a global network and making your voice heard
- ◆ Globally promoting your company using WASME marketing platforms
- ◆ Possessing the chance to organise or present at WASME Global Conferences, Seminars, Exhibitions, events, and programmes
- ◆ Having your interests represented at multilateral organizations including UN organizations, national and international forums etc.
- ◆ Sharing your opinions and ideas in WASME publications
- ◆ Get access to WASME Resource Centre of Knowledge, Experts, Technology, Trade Facilitation, Financial Assistance, Market Linkage etc.
- ◆ Get tailor made services and support



For any query related to membership write to [membership@wasmeinfo.org](mailto:membership@wasmeinfo.org)

# WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES (WASME),



WASME is an International Non-Governmental Organization that has observer and consultative status with many UN agencies, such as UNIDO, UNCTAD, UNICITRAL, WIPO, ILO, ECOSOC, UNESCAP, ITC, and UNESCO. Additionally, WASME has several inter-governmental and international organization affiliations. It has been striving to stimulate, foster, promote, and coordinate international cooperation for the growth & development of MSMEs.

WASME was founded in 1980 with the goal of supporting MSMEs in member countries. We have achieved this through our strong association with local government bodies, regional authorities, international linkages, civil societies, SMEs, etc. We are continuously working to improve our innovative and sustainable framework so that we can better serve MSMEs around the world.

WASME's fortnightly SME e-Bulletin "WORLD SME UPDATE" aims to keep its readers abreast of latest information on various developments taking place in the SME sector around the globe. If you have any news/information on the issues related to Government policies & programmers and latest developments in the SME sector i.e. technology and innovations, success stories, case studies, research and methods, planning and programs, training and developments, finance and management, and marketing that you would like to share with the world SME community, please do send them to us at [editor@wasmeinfo.org](mailto:editor@wasmeinfo.org)

We always welcome your valuable feedback/comments on the SME e-Bulletin to further enhance our services on information dissemination. Hence, please send us your valuable guidance as well as meaningful articles as a regular contribution to SME e-Bulletin and our website in the larger interests and benefits of SMEs the world over.

Editor, World SME Update  
World Association for Small and Medium Enterprises  
Plot No. 4, Institutional Area, Sector – 16 A,  
Noida, GautamBudh Nagar – 201301, Uttar Pradesh, India  
Tel: +91-120- 4216283, Fax: +91-120- 4216284  
Mobile: +91 9560685555  
Email: [editor@wasmeinfo.org](mailto:editor@wasmeinfo.org) , [wasme@wasmeinfo.org](mailto:wasme@wasmeinfo.org)  
Website: <http://www.wasmeinfo.org>,