



**WORLD ASSOCIATION FOR SMALL
AND MEDIUM ENTERPRISES**

(An International Organisation)

Here's to a New Year of working together to turn new ideas into realities.

May 2025 bring us all the success we deserve and more.

2025
HAPPY
NEW
YEAR

Team WASME

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Volume 220

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ON SME NEWS, EVENTS, & PROGRAMS**

ISSUE: 16-31 DECEMBER 2024

BAHRAIN

Bahrain: New policies 'to boost SME sector and foster growth'

BAHRAIN'S small and medium business community is set for a significant boost as various national initiatives are geared towards elevating their visibility and fostering sustainable growth.

The Bahrain Small and Medium Enterprises Development Society, led by its vice-chairwoman for financial and administrative affairs Khulood Al Qattan, is focusing on advanced marketing and promotional strategies to empower local entrepreneurs and position their businesses for success in an increasingly competitive market. Ms Al Qattan, who is also the vice-chairwoman of the Capital Trustees Board, pointed out the need for small and medium enterprises (SMEs) to adopt a strategic approach from the outset of their entrepreneurial journey.

"We want small and medium entrepreneurs to take the rightest path from the beginning in their campaigns," she said. "The society is committed to equipping these business owners with the tools and resources necessary to market their products and services effectively," added Ms Al Qattan. "Creativity and innovation are key factors that could distinguish Bahrain's entrepreneurs from their regional counterparts. "The more they elevate themselves by being innovative, unique and creative, the better we can help them through our network of marketers and promoters."

Ms Al Qattan pointed to Bahrain's growing slate of events and programmes that serve as platforms for showcasing local products and services. She highlighted ongoing popular events such as Manama Retro and Muharraq Nights, which have successfully provided opportunities for entrepreneurs to display and sell their goods. "We have Manama Retro and Muharraq Nights as a propeller for local products and merchandise, and it is selling," said Ms Al Qattan. "But there is a need to elevate these efforts to the next level by leveraging internationally recognised events," she added. "Taking this to another level requires bigger platforms like the Gulf Air Formula One Bahrain Grand Prix." Ms Al Qattan believes that such high-profile events, which attract global audiences, can serve as ideal stages for Bahraini SMEs to expand their reach and visibility. She pointed out Kuwait's effective use of the GCC platform during the Gulf Cup to promote its local products and services, urging Bahrain to adopt similar strategies.

"Kuwait is not better than us in marketing; they have a GCC platform in the Gulf Cup, and they are using it," she pointed out. "Bahrain's entrepreneurs already possess the essential ingredients for success. "We have the quality and pricing, the appeal and interest, and all that is needed is for entrepreneurs to step up." Ms Al Qattan stressed the importance of self-initiative among entrepreneurs. "Again, we can push much, but how to sell is something entrepreneurs need to work on themselves," she explained. "Success in the market requires a blend of creativity, resourcefulness and a willingness to adapt to changing consumer demands."

Ms Al Qattan said to ensure the long-term success of SMEs, the society is continuously reviewing and updating its marketing strategies. “This includes providing guidance on branding, digital promotion, and consumer engagement to help entrepreneurs build a strong market presence,” she said.

“By integrating SMEs into the fabric of major national events and activities, the kingdom aims to not only strengthen its local economy, but also position its entrepreneurs on a global stage. “We want our small and medium businesses to become a symbol of Bahraini excellence. “Through innovation, collaboration and the right platforms, we can showcase the best of what our country has to offer.”

Ms Al Qattan said as Bahrain gears up to host more international events and expand its domestic initiatives, the opportunities for local entrepreneurs to grow and prosper continue to increase. “With the combined efforts of the society, and ministries and government agencies, and the entrepreneurs themselves, the future looks bright for the kingdom’s small and medium business community.”

The GDN reported earlier this month that Bahrain is set to introduce several initiatives to support the participation of SMEs in government tenders and auctions. Electricity and Water Affairs Minister Yasser Humaidan, who is also politically responsible for the Tender Board, pointed out that, following a Cabinet decision, 10 per cent of government tenders issued will be allocated for SMEs. He added that the government was also creating an organisational unit to supervise initiatives aimed at supporting SMEs.

Highlighting the inclusion of productive families in the initiatives undertaken by the board, he said any family that possesses an SME classification certificate can take part in government tenders and auctions by including a valid copy of the document in its submitted bid.

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CYPRUS

Cyprus SMEs to benefit from €24 million energy scheme.

The Energy Ministry is offering a second chance for small and medium-sized enterprises (SMEs) and non-profit organisations to secure funding through the ‘Save – Upgrade’ scheme. This initiative, backed by the EU Recovery and Resilience Plan, seeks to promote energy-saving investments with a total budget of €24 million. Applications will open on a date yet to be announced by the ministry.

It is important to note that expenses incurred before an application is submitted will not be eligible. All applications, along with the necessary documentation, must be submitted exclusively via the department of industry and technology’s online Grants Plan System here.

The ministry stated that, “Priority will be determined based on the order of submission and will be evaluated immediately.” The scheme targets energy savings of at least 35 per cent, focusing on projects such as improving building envelopes, installing advanced technical systems, as well as high-efficiency combined heat and power systems.

Other energy savings can be achieved through renewable energy systems, including storage batteries, as well as upgrades to production processes that enhance energy efficiency. According to the ministry, “new or existing small and medium-sized enterprises in all economic sectors, as well as non-profit organisations not engaged in economic activity, are eligible to apply.”

However, it specified that entities on the scheme’s exclusion list, detailed in its annex, are not eligible. Grants will cover up to 40 per cent of eligible costs, with an increased rate of 60 per cent available for non-profit organisations and SMEs investing in mountainous or disadvantaged areas.

The ministry specified that “the maximum amount of sponsorship that can be granted under the second call of the scheme is €300,000, depending on the type of investment chosen by each applicant.” To qualify, applicants must consult a qualified expert or energy auditor who will confirm compliance with the scheme’s technical criteria.

“Interested parties can find out more about the sponsorship scheme, and also submit an application, through the website of the department of industry and technology, where the detailed guide to the scheme has been posted,” the ministry added. This scheme is funded by NextGenerationEU, the EU’s temporary financing instrument designed to drive recovery and resilience in the aftermath of the pandemic.

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FINLAND

[Nordea and EIF to provide €437 million in green funding for Finnish businesses](#)

Nordea and the European Investment Fund (EIF) have agreed on a financing partnership to offer Finnish companies €437 million in loans for energy efficiency projects. Supported by the European Commission’s InvestEU programme, this initiative aims to help businesses adopt clean energy solutions and improve energy efficiency. The agreement provides small and medium-sized enterprises (SMEs) in Finland with access to significant funding for environmentally friendly and sustainable investments.

These investments may include solar panels, electric vehicles, energy efficiency improvements, and the implementation of digital technologies. The EIF will provide guarantees on these loans, enabling Nordea to offer financing on more favourable terms, such as lower interest rates.

Nina Arkilahti, Head of Nordea's Nordic SME Business, emphasized the bank's commitment to supporting Finland's transition to a greener future. "This new agreement with the European Investment Fund offers our customers more opportunities to play a key role in Finland's green transition." The guarantees are part of the InvestEU programme, which aims to mobilize over €372 billion in additional investments across the European Union between 2021 and 2027. The programme focuses on priority areas such as green transition and digitalization.

Marjut Falkstedt, CEO of the European Investment Fund, highlighted the significance of this collaboration. "We are pleased to work closely with Nordea to ensure that Finnish businesses receive the financial support they need for the green transition. This agreement enhances access to funding, allowing small businesses to grow while contributing to a sustainable future."

The EIF will offer two types of guarantees to Finnish SMEs under the agreement. The Sustainability Guarantee supports the transition to a sustainable economy by promoting eco-friendly investments. This includes moving away from carbon-based energy, adopting renewable energy sources, and improving energy efficiency. The Innovation Guarantee facilitates funding for businesses that focus on research, innovation, and the adoption of digital technologies.

These funding options will help Finnish SMEs remain competitive in an increasingly environmentally conscious market. Finland, known for its leadership in sustainable development, will benefit from this partnership, which supports the country's economic growth and environmental goals. In addition to Finnish businesses, Nordea and the EIF plan to extend similar financing opportunities to companies in Sweden, Norway, and Denmark. This initiative aims to bolster the Nordic region's efforts in achieving a greener and more sustainable economy.

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GREECE

[Greek Government Launches Digital Voucher Program For SMEs](#)

New initiative provides financial aid for purchasing digital tools like laptops and tablets. The Greek government has officially launched the "Digital Tools for SMEs B" program, aimed at providing financial assistance to small and medium-sized enterprises (SMEs) through vouchers for purchasing or leasing digital devices such as laptops and tablets. This initiative, part of the broader recovery effort, is set to help boost the digital capabilities of businesses across the nation.

At the helm of this significant program are the Minister of Digital Governance, Dimitris Papastergiou, and the Deputy Minister of National Economy and Finance, Nikos Papathanasis. With a budget of €42 million, funded through the Recovery Fund, the initiative's primary objective is to facilitate the transition of SMEs to more digitized operations.

According to Papastergiou, "The goal of the program is to strengthen the digital maturity of businesses." This sentiment resonates with the current necessity for companies to adapt to digital solutions, which is increasingly evident amid the global shift to online platforms. The application process for the program commenced on December 16, 2024, with entrepreneurs allowed to submit their requests until January 3, 2025, at 17:00. Interested parties must log onto the designated platform using their TaxisNet credentials, which serve as verification of their business legitimacy.

To qualify for these vouchers, applicants must meet specific criteria reflective of their operational status. Papathanasis explains, "Eligibility criteria include being active as of the application date and not having received previous aid from the Digital Tools for SMEs program," ensuring the aid goes to those who require it most. The program particularly focuses on businesses located within regions severely impacted by the floods of September 2023, including Attica, Sterea Ellada, Thessaly, and the Peloponnese. By addressing the needs of these areas, the Greek government aims to assist those businesses to recover and thrive. Financially, the program allows for voucher amounts ranging from €630 to €1,600, depending on the business category. For example, businesses categorized as law firms can receive vouchers up to €1,600 for each member participating, with subsidies covering 80% of eligible expenses. Similarly, court bailiffs may receive up to €1,200, and SMEs operating in flood-affected areas can secure €990, with subsidies reaching up to 90%.

Eligible enterprises may use these vouchers not just for equipment purchases but also for software solutions aimed to facilitate management, invoicing, payroll, and other digital tools necessary for improving operational efficiencies. The program is expected to attract significant interest, especially as SMEs increasingly recognize the importance of digitization. For the first phase, the program will execute three short cycles, utilizing the entire unallocated budget for each category of applicant. The process for voucher issuance involves several key dates; vouchers must be issued by suppliers from January 20 to February 14, 2025, with the redemption window concluding by February 28, 2025. Funding will be directly disbursed from public expenses, totaling €42 million earmarked for the initiative. These financial resources are structured to cater to various business types, thereby promoting equitable access among SMEs throughout Greece.

This initiative marks the significant commitment of the Greek government to empower SMEs through digital transformation, addressing not just the immediate needs of businesses but also fostering long-term economic resilience. By supporting sectors hardest hit by natural disasters, the program exemplifies the government's proactive approach to economic recovery and modernizing the local business environment. With these measures, the Digital Tools for SMEs B' program is set to create lasting impacts. It encourages businesses to upgrade their technological capabilities, positioning them for future competitiveness. The urgency for SMEs to embrace digital transformation has never been clearer, making this program not just timely but necessary.

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HUNGARY

Orbán aims to scale up Hungarian SMEs with EUR 242M

The Demján Sándor Capital Programme, an element of the Demján Sándor Programme for scaling up local SMEs, will launch with an allocation of HUF 100bn in February, the state secretary for SMEs announced. The programme will make capital financing available to SMEs for expanding their range of business partners and joining new supply chains, Richárd Szabados said. The 8+1 point Demján Sándor Programme is a part of the government's New Economic Policy Action Plan.

Szabados said the Demján Sándor Capital Programme was drafted with the participation of National Capital Holding and would be implemented with the support of the Hungarian Chamber of Commerce and Industry (MKIK). The details of three more elements of the Demján Sándor Programme will be announced in the coming two weeks, he added. National Capital Holding CEO Bence Katona said companies could apply for HUF 100m-200m in the framework of the Demján Sándor Capital Programme. The Hungarian Development Bank (MFB) will subscribe the investment fund units in the scheme and MKIK will be in charge of managing the investment fund, he added.

The scheme will not focus on any particular branch of industry, but areas designated in the government's policy action plan, such as green economy, digitalisation, healthcare, education and sustainable industry, will enjoy an advantage, he said. Purchases of real estate will be excluded from the scheme, but the capital may be used to upgrade or expand property already in use, he added. The deadline for completing investment projects included in the scheme will be one year, with an option for a six-month extension if justified by the circumstances, he said. He added that the capital could be used for the self-financing requirement for other credit, paving the way for companies to access up to several hundred million forints.

The rate on the state-subsidised capital financing is 5pc. To comply with legal requirements, companies will exchange a token, 1pc equity stake for the financing that carries no right of control and may be repurchased at any time. Companies with average annual revenue of at least HUF 300m and with at least two people on payroll may apply for the financing.

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KYRGYZSTAN

Kyrgyzstan approves coal logistics center to boost export potential and trade efficiency

The Cabinet of Ministers of the Kyrgyz Republic has approved a new regulation for the establishment of a coal logistics center with conveyor transport. This decision aims to strengthen the country's coal export potential and enhance the logistics infrastructure in the sector.

The center will be constructed near the Irkeshtam-Avtodorozhny checkpoint on the Kyrgyz-Chinese border, in the Alai district of Osh, as part of an Investment Agreement between the Kyrgyz government and Xinjiang Dacheng Yuanlong Technology. The project will improve the efficiency of coal transportation, supporting regional trade and economic growth.

In addition, the Cabinet of Ministers approved the "Sustainable Tourism Development Program for 2025-2030," designed to create favorable conditions for the expansion of tourism in the country. This program will focus on promoting Kyrgyzstan's natural beauty and cultural heritage to attract more international and local visitors. Another decision made at the meeting was the approval of the draft Investment Agreement for the construction of a continuous basalt fiber plant in Kyrgyzstan. In partnership with Basalt Evotek, the plant will produce up to 5,000 tons of basalt fiber annually. This project is part of the broader State Program "Basalt Fibers and Materials" for 2024-2030, which was approved earlier this year to foster new industries and diversify the national economy.

Chairman of the Cabinet of Ministers, Adilbek Kasymaliev, emphasized the government's focus on supporting the development of small and medium-sized enterprises (SMEs) in the country's regions. The Cabinet has committed to providing state assistance to ensure the growth and sustainability of these businesses, which are vital to local economic development.

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MOROCCO

[New Government Strategy Seeks to Address Youth Unemployment, Strengthen Morocco's Job Market](#)

In an effort to tackle Morocco's ongoing unemployment, especially among its youth, Younes Sekkouri, the Minister of Economic Inclusion, announced an ambitious government plan during the Open Days of the Authenticity and Modernity Party (PAM) in Tetouan on Saturday. The government's initiative, which requires an investment of MAD 14 billion (\$1.3 billion), is designed to tackle key labor market challenges, particularly high unemployment rates among youth without formal qualifications or vocational training.

Sekkouri outlined several strategic measures, including a program to assist businesses through the National Agency for the Promotion of Employment and Skills (ANAPEC), focused on hiring workers without diplomas. Additionally, the plan looks to expand an apprenticeship program that provides young job seekers with practical experience in small and medium-sized enterprises (SMEs) and cooperatives, especially in rural areas.

The initiative seeks to increase participation from 20,000 to 100,000 by 2025, noting the proven effectiveness of this model in facilitating labor market integration.

Sekkouri also introduced a rural employment stabilization initiative aimed at encouraging farmers to retain workers in rural areas, promoting job stability within the agricultural sector. He spoke on the government's success in creating 300,000 new jobs in the third quarter of 2024, spanning key sectors such as industry, commerce, tourism, construction, and handicrafts.

As part of ongoing efforts to improve job conditions for all Moroccan workers, the government has officially approved a 5% increase in the guaranteed minimum wage for both non-agricultural (SMIG) and agricultural (SMAG) workers, effective January 1, 2025. Government spokesperson Mustapha Baitas announced the decision during a press conference following the weekly cabinet meeting chaired by Prime Minister Aziz Akhannouch.

"Starting next January, the SMIG will rise to MAD 17.10 per hour, amounting to a net monthly salary of MAD 3,045. For agricultural workers, the SMAG will increase to MAD 93 per day, equivalent to a monthly net salary of MAD 2,255," Baitas stated.

He underlined that this move is part of the government's broader commitment to improving citizens' livelihoods through structured social policies. "When this government makes a promise, it keeps it. This is not about slogans—it's about delivering real change," he added.

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ASIA

Hanoi Unveils Core Data Centre to Propel Digital Transformation

Hanoi marked a significant milestone in its push for digital transformation with the official inauguration of its Core Data Centre Infrastructure at the Hoa Lac Hi-Tech Park. This state-of-the-art facility is expected to play a crucial role in the development of the city's digital government and the broader transition towards a smart city. With the increasing demand for advanced IT services, this initiative promises to enhance Hanoi's ability to harness technology for governance, public services, and economic development.

The Core Data Centre, designed with cutting-edge private cloud technology, is equipped with multi-layer security systems that ensure top-tier safety, flexibility, and performance. This highly secure infrastructure will serve as the backbone for Hanoi's e-government initiatives, providing a reliable foundation for delivering digital public services to citizens.

Managed by the Hanoi State Data Centre under the Department of Information and Communications, the facility is integral to Hanoi's broader efforts to modernise and streamline its governmental operations through digital technologies. A key feature of the new infrastructure is its use of an IT service rental model, a strategic move aimed at optimising resources and reducing costs. This approach ensures that Hanoi's IT services can scale efficiently without the need for large upfront investments in hardware and software.

The Core Data Centre is hosted at VNPT's Hoa Lac Data Centre, and its implementation was made possible by a consortium of industry leaders, including VNPT, SVTECH, and VinaPhone. Over 300 existing government systems were successfully migrated to the new platform in just over four months, marking a significant achievement in the transition to this next-generation IT infrastructure.

VNPT, one of the project's key partners, highlighted the advanced technology that powers the data centre, including its international-standard six-layer security protocol. This security framework ensures that sensitive government data remains protected from potential threats. The facility operates around the clock, managed by a team of highly skilled IT professionals who are responsible for maintaining its reliability, security, and scalability. This 24/7 operation ensures that the data centre can handle the increasing demands of Hanoi's digital services while adapting to future technological advancements.

The project also represents a significant shift in the way Hanoi approaches its IT infrastructure. According to Nguyen Viet Hung, Director of Hanoi's Department of Information and Communications, this new approach moves away from self-invested IT infrastructure to a service-based model that is both more cost-effective and efficient.

This transition is expected to deliver substantial long-term benefits, including reduced operational costs and increased flexibility in responding to emerging technological needs, while also fostering a more resilient and adaptable infrastructure to support future growth and innovation.

Deputy Chairman of the Hanoi People's Committee, Ha Minh Hai, emphasised the strategic importance of data in the Fourth Industrial Revolution. He referred to data as a "strategic resource," essential for driving competitiveness, fostering innovation, and improving community well-being.

The Core Data Centre is designed to integrate advanced technologies such as Artificial Intelligence (AI), Big Data, and the Internet of Things (IoT), offering a secure and robust platform for Hanoi's digital government initiatives. These technologies will enhance key sectors such as healthcare, education, and transportation, supporting the city's push to innovate and improve public services.

The Core Data Centre is expected to accelerate Hanoi's digital transformation, positioning the city as a leader in embracing new technologies for public administration. As the city continues to invest in smart infrastructure, this initiative represents a crucial step in its efforts to create a more efficient, transparent, and service-oriented government. Through this project, Hanoi is poised to further its ambition of becoming a smart city that leverages technology to enhance the quality of life for its citizens and promote sustainable urban development.

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AFRICA

SA fintech Sourcefin raises \$8.2m funding from Future growth to boost access to SME finance

South African fintech and alternative funding provider Sourcefin, which provides access to finance and specialist supply chain support for small and medium-sized enterprises (SMMEs), has secured ZAR150 million (US\$8.2 million) in funding from Futuregrowth Asset Management. Founded in 2020, Sourcefin is an enabler of the forgotten SMME and addresses the critical gap in SMME financing, empowering businesses to overcome working capital challenges and successfully fulfil public and private sector purchase orders.

Its ZAR150 million (US\$8.2 million) comes from Futuregrowth's High Growth Developmental Equity Fund (HGDEF), further cementing the firm's strategy in supporting high-growth businesses, including the likes of hearX, Yoco, Pineapple, Retail Capital, Ozow and Cash Connect.

“There is no doubt about the massive impact that well-supported SMMEs can have on our country,” says Joshua Kadish, Co-Founder, Director and CEO of Sourcefin. “With the support from Futuregrowth, Sourcefin’s ability to scale investment into the SMME sector significantly increases, and it is our commitment that all R150 million will be deployed as a reinvestment into the backbone of our economy.”

“The SMME sector is vital for South Africa’s economic growth, yet traditional financing solutions often fail to meet their unique needs, particularly in government-issued orders,” said Amrish Narrandes, head of private equity and venture capital at Futuregrowth.

“Sourcefin’s technology-first approach, coupled with their expertise in procurement and project management, has created a truly transformative solution. Their proven ability to support tender fulfilment while maintaining strong financial performance made this a compelling investment opportunity.”

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EUROPE

Odd.Bot secures €2 million to weed out the competition with its autonomous AgriTech robot

Odd.Bot, a Lelystad startup specialising in autonomous agricultural robots, has secured €2 million in growth capital during a pre-Series A funding round in order to develop their sustainable robot and bring further iterations to market. The investment was led by Iconic Ventures, with additional contributions from PolKa Capital Management, regional farmers, private investors, and Horizon, the development agency of Flevoland.

The funding comes at a pivotal time for Odd.Bot, as the first 16 Maverick weeding robots for 2025 have already sold out, indicating strong market interest. CEO Martijn Lukaart stated, “The demand for our weeding robots confirms that we are responding to an urgent need in the agricultural sector. We have chosen to deliberately limit our production capacity for the time being in order to guarantee high quality and excellent service, together with our local partners.”

Founded in 2018 by Martijn Lukaart, Odd.Bot has developed the ‘Maverick’ robot, an autonomous mechanical in-row weeding system designed to replace manual and chemical weeding methods. The Maverick operates continuously night and day, identifying and removing weeds in high-density, high-value crops without the use of harmful chemicals, thereby promoting cleaner crops, healthier soil, and biodiversity preservation.

The company originated from a collaboration with the Technical University of Delft and RoboHouse. A student team developed the first proof of principle for a weeding robot, demonstrated in January 2019. Odd.Bot received initial funding from the TMI Proof of Concept Fund Flevoland in May 2019.

Subsequent milestones include the demonstration of the first proof of concept in 2020, performance validation of the 'Weed Whacker' by Wageningen University & Research in 2021, and testing of the second-generation machine, 'Quirky', in 2022. In 2023, the company deployed the first two 'Weed Whacko' robots, offering weeding services to farmers. By 2024, Odd.Bot launched the complete Maverick system, now being sold to OEMs and system integrators.

Odd.Bot has expanded its operations internationally, with sales in the Netherlands, Belgium, Germany, and France, showing a rising demand for sustainable agricultural solutions.

Lukaart noted, "The challenges in the agricultural sector, such as labour shortages and stricter regulations on agrochemicals, have led to a growing need for innovative technologies such as our weeding robots. [...] Our robots not only offer growers a sustainable alternative, but also help them meet the changing demands in the sector."

The Maverick robot is expected to enter the market with a price ranging from approximately €90,000 to €120,000, depending on the configuration. Each robot is anticipated to weed about one hectare per day and is initially trained to work with crops such as carrots, onions, and chicory. The autonomous system navigates based on vision, following crop rows during weeding without the need for external navigation signals.

Additionally, Odd.Bot plans to offer the AI vision-controlled weeding elements separately under the name 'Odd.Bot Weeder', which can be attached to standard tractors, providing flexibility for farmers who prefer to retain their existing equipment.

Dirk Kronemeijer, partner at Iconic Ventures, said "The collaboration fits seamlessly with Iconic Ventures' strategy, which focuses on supporting entrepreneurs who create groundbreaking solutions for climate and sustainability challenges. [...] Odd.Bot is a perfect example of such an innovative company, with its smart agricultural robot that replaces chemical weed control with intelligent, environmentally friendly technology."

This investment and the upcoming launch of the Maverick aims to address pressing challenges such as labour shortages and environmental concerns associated with traditional chemical herbicides.

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Date: 31 January – 3rd Feb 2025

Venue: Ludhiana, Punjab, India

For Details Write to: directorpnd@wasmeinfo.org



Date: 18 January, 2025

Venue: Pune, Maharashtra, India

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:

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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
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- ◆ Get tailor made services and support



For any query related to membership write to 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.

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