Date: 1-15/09/2021
Volume 136, September 142

World SME Update

(A Global Update On SME News, Events,Policies & Programs)

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1-15 September 2021

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General News

WASME
World Association for Small and Medium Enterprises

Why SMEs need insurance cover to manage risks

This pandemic has not spared any particular person, enterprise or sector. From giant company homes, to smaller and micro corporations, each trade felt the affect. SME sector was severely affected by the pandemic as many companies closed down whereas others struggled to maintain themselves.

The greatest studying from these darkish occasions has been that SMEs have lastly understood the worth of insurance and the way it can shield their companies. Insurance grew to become shut to compulsion to present finance to MSMEs. The demand for insurance has gone up significantly for group well being associated insurance policies.

India's non-life insurance penetration is lower than 1% of GDP vs world's shut to 3%. MSME's contribution to the GDP is about 37%, and it's producing employment for over 11 crore folks, with 75% male and 25% feminine. Uttar Pradesh, West Bengal, Tamil Nadu, Maharashtra, Karnataka, Bihar, Andhra Pradesh, Gujarat, Rajasthan, Madhya Pradesh are the highest 10 states account for 74% of the estimated variety of MSMEs in India.

Though there was some consciousness about insurance publish the pandemic, there's nonetheless lack of full understating amongst MSMEs, which is exposing them to threat like well being and enterprise interruption. There are round 6.3 crore registered MSMEs throughout India which require insurance help and it's estimated that solely 5% of that are registered. Thus, the market alternative is shut to $ 40 billion.

With the assistance of proper sort of insurance protection, one can shield their firm. The choice needs to be made preserving in thoughts varied components like nature of enterprise, worker power, location and monetary functionality of the corporate. There are totally different sorts of merchandise out there available in the market to assist MSMEs:

- Group medical protection, which takes care of hospital bills and different allied bills for workers
- Covid Specific insurance policies
- Group Personal Accident
- Group Term life

Covers associated to well being and lives are crucial throughout these occasions, significantly when the price of private well being insurance insurance policies is rising due to elevated price on insurers. Other merchandise which can be helpful to the MSMEs are Sookshma Udyam Suraksha and Laghu Udyam Suraksha, each defending the property of MSMEs and Workman Compensation.

The greatest hit was felt by the textile, hospitality, auto ancillaries largely due to lockdown, subdued gross sales and lack of manpower. Policies like Group Medical insurance can act as a beautiful instrument for manpower retention.

Crisis administration

Crisis in money stream or a liquidity crunch is among the primary issues SMEs face whereas operating a enterprise. Every enterprise ought to have working capital to maintain the features of the corporate, pay its staff and develop available in the market. Insurance helps in case of unprecedented monetary risks and are often mitigated with insurance protection. SMEs even have to perceive that they're extremely depending on

third events for his or her provide chain. Thus, any sort of interruption or monetary threat associated to the third events can hamper SME's companies. Along with these, the danger of pure calamity like flood, earthquake, fireplace and many others can disrupt any institution. Thus, insurance is the reply to any sort of unseen occasion in enterprise.

It is necessary that each firm evaluates the need for insurance as per the dimensions of the corporate and variety of staff. Due to the elevated consciousness, Indian insurers obtained 22,205 demise claims value Rs 1,644 crore throughout 2020-21 the place the demise was due to COVID-19 towards Rs 1,307 crore of premium collected. General and well being insurers have, as of June 2021 obtained over 1.8 million claims amounting to Rs 24,000 crore.
Source: https://www.pehalnews.in/why-smes-need-insurance-cover-to-manage-risks/1033221/

'Nimble' SMEs Lead Corporate Travel Recovery

Small- and midsize companies were the first to return to travel after the Covid-19 pandemic hit in March 2020. The business travel industry has taken notice.

Business travel recovery looks bumpy, with Covid-19 cases on the rise in many geographies, international travel still lagging and many companies postponing their return to the office. One recovery element that has remained consistent, however, is that small- and midsize companies jump-started the return to travel after March 2020.

Airlines, hotels, car rental suppliers and travel management companies have indicated they've seen SME business pick up faster than larger enterprises.

"Small business demand, which was roughly 17 percent of our system revenue, has been improving steadily as vaccination rates have increased and as markets reopen," said American Airlines president Robert Isom during a first-quarter earnings call.

Echoing that sentiment: "Small- and medium-sized enterprise volumes continued to outperform corporates by 10 points and are now 50 percent recovered," said Delta Air Lines president Glen Hauenstein during a July second-quarter earnings call.

IHG Hotels & Resorts has seen growth in its SME-focused Business Edge program, with a little more than 50,000 registered accounts as of early August. "We had doubled accounts in 2020, and on top of that larger base, we've grown another 25 percent year-to-date [compared to the same period in 2020]," IHG SVP of global sales Derek DeCross said. He added that though SME travel was still down, it was down 15 to 25 percentage points less than large managed corporate travel.

Best Western also is seeing growth in its SME program Business Advantage. While volumes were down in 2020, "the amount was less when compared with the rest of business travel," said Best Western VP of worldwide sales Wendy Ferrill. Program membership was up about 2 percent over 2019 year-to-date as of late July. Room nights were up about 7 percent for the same period, she said.

"At Avis Budget Group, we have seen an increase in travel of SMEs versus larger corporations, especially when comparing global corporations that tend to have more

international travel restrictions," said Avis Budget Group SVP of sales Beth Kinerk, adding that current enrollment in the company's business program is now back to pre-pandemic 2019 levels on a per-day basis and is on pace to exceed the number of accounts in 2019.

Especially if you are a medium-size business in an arena with large-size competitors, you don't have the luxury to stay at home. You might not have the same safety net to fall back on."

Acquis Consulting's Hansini Sharma

Likewise, Enterprise Holdings has seen nearly a full recovery of its "home city" business, which is through the company's Enterprise Rent-A-Car brand and generated from locations not affiliated with airports. "Our home city business is back to where it was pre-pandemic, close to 2019," said Enterprise SVP of global sales Donald Moore. "And that business is mostly SME customers. That business came back relatively quickly compared to large global corporates." The company's airport business is at 28 percent of pre-pandemic levels, Moore added.

"We continue to see the SME segment lead the return to travel, and more clients are accelerating their return to travel," said American Express Global Business Travel VP and general manager for the U.S. SME market Maria Haggarty. "In July, 76 percent of SME clients have either restarted or are actively planning to restart travel, up from 54 percent in June." In April, clients were estimating that by the end of 2021, volumes would be between 30 percent to 40 percent of 2019 volumes. By July, they were estimating year-end recovery at 40 percent to 50 percent per quarter.

More Flexibility, Less Bureaucracy

Reasons why SMEs led the recovery vary. Many of the first movers were essential industries: health care, construction, manufacturing, logistics. They also might have needed to be on the road to keep their businesses running.

"Especially if you are a medium- size business in an arena with large-size competitors, you don't have the luxury to stay at home," said Acquis Consulting practice lead for corporate travel Hansini Sharma. "You might not have the same safety net to fall back on."

With the rollout of vaccines, other industries started to pick up their pace of return to travel, and smaller enterprises started to return faster to the office than larger corporations.

"As we got through May, SME accounts started moving faster on their return to offices and putting people back on the road," said Marriott International VP for U.S. and Canada account sales and national group sales Alice Harrington-Caravello. "We started to see more consulting agencies, law, accounting, retail move back into the mix. It speaks to some of the uptick in volume we've seen from May to June to July."

Travel management company Corporate Traveler has seen similar trends. "Based on industry, construction, heath care and pharmaceuticals are definitely still good," said VP of customer success Ben Hobbs. "[Then] travel and entertainment started to pick up. More recently, in the February timeframe, we started to see more finance and banking picking up. In terms of numbers, in the beginning we were down in the single digits compared with

pre-Covid travel, then we hovered around 10 percent to 12 percent for some time. Now we're back up to 40 percent of pre-Covid volume."

SMEs also tend to have fewer corporate layers than global corporations when it comes to travel policies and risk, especially as they are more likely to be privately held.

"A lot of SME companies don't even have travel management support, so they have less controls in place," said Craig Fichtelberg, president and founder of Amtrav, which focuses on the SME market. "The larger the company, the more bureaucracy you hear about. But smaller companies are more flexible and nimble. ... They also have a need to drive revenue and see this as a competitive advantage, a first-mover advantage. With smaller companies, the relationships with their customers are also more personal."

Client demand was the reason a midsize financial company started to travel again by late May of 2020. "It's been based on the client or supplier, on business need," said the company's travel buyer, who added it's mostly been domestic until recently. "At first, it was very slim, because few clients were able to meet with us. There's been no internal travel."

The company's C-suite made the decision that at first there would be essential travel only, and essential meant client need, but also depended on market restrictions, which were fluid. "We color-coded states and then managed through the different restrictions every state had," said the buyer. "For example, if you wanted to go to New York, you had to fill out a declaration. Going to California was non-existent."

As vaccine distribution expanded, "we saw a little bit more light at the end of the tunnel," said the buyer. The company's air spend from January through July was about 18 percent of 2019 for the period, which was $13.6 million. In the beginning, they didn't want people making air reservations more than seven days out because there were so many changes happening. Then the airlines did away with change fees. Today, the company has used 98 percent of the unused tickets that were available when Covid hit, "which is why air spend doesn't look like a lot."

Not all midsize companies, however, have seen their travel surge this year. Global Canadian-headquartered Ritchie Bros. Auctioneers, which specializes in holding auctions for heavy industrial equipment and trucks, took a more cautious approach to their return to the road, especially as travel restrictions lingered within Canadian provinces and for cross-border travel with the United States, which just recently reopened.

Total travel spend is only at about 10 percent of 2019 levels for the company, said travel administration manager Michelle Grant. "We're still very far away, but when comparing to 2020 [numbers], it looks amazing." About 300 of the company's 3,000 employees are considered regular travelers.

Roughly 50 percent of the company's travel is related to auctions, which shut down, Grant said. Like others, Ritchie Bros. allowed only essential travel for most of last year-such as for conducting appraisals, which can be difficult to do remotely-and that had to be approved at the executive level. (As of a few months ago, managers can now approve travel.) To keep business operating, they moved to 100 percent virtual auctions and built studios in their auctioneers' homes so they could call an auction for anywhere in the

world. There were needs for the tech and sound personnel, and some equipment had to get moved around, Grant added.

Into 2021, travel remained flat, then it started to pick up, Grant said. However, when the case load surged again in California, they cancelled some planned meetings. "We decided to be cautious," she said. "It's just not worth the risk."

Industry Focus on SMEs

The importance of this market segment has not been lost on business travel companies, and there seems to be a focus on going after SME business, especially in the domestic U.S. market. Last September, Australia's CTM agreed to purchase the U.S. TMC Travel and Transport, which counted a good portion of SMEs in its client base.

"We knew we needed the scale in North America," said CTM COO for North America Maureen Brady. "The SME [factor] did appeal. That fit so well into the CTM service model. Between what Travel and Transport had and their technology and our complementary technology, it will be a big value to that marketplace. ... What is important about the SME market is the ability to deliver not only service but to understand the reason why they travel, and that is to grow their business."

Brady added that CTM had a record sales year for fiscal 2021, which ended June 30. "Over 60 percent of new businesses were SMEs," she said.

In May, Amex GBT announced it had agreed to buy Egencia, Expedia Group's corporate travel arm, a move that will increase GBT's exposure to SME clients. The TMC next introduced its SME-focused expense and management tool Neo1 from the U.K. into the U.S. market.

"SMEs play such a role in the backbone of the economy; when they thrive, it assures a country can thrive," GBT's Haggarty said. "We see jobs, growth, innovations. All TMCs continue to play a role to make sure SMEs can travel and conduct business in the most effective and efficient way possible."

Corporate Traveler's Hobbs thinks SMEs have always had higher margins, but it's been harder to scale. "With automation and advancements in technology, [it's] been a very attractive market for the TMCs," he said. "When we think of the large market with more contracts with vendors, there are lower margins and it's more of a volume game. In the SME space, it's the opposite, with fewer negotiated rates and contracts, and TMCs can benefit from that."

Acquis Consulting's Sharma sees many reasons for the targeted focus. "SMEs, particularly midsize companies, there is so much opportunity to transform their travel programs in so many amazing ways," she said. "To be more personalized, state of the art, focused on duty of care-all the things we are hearing. It's difficult to move a large ship and easier to move a midsize yacht. It's also easier to change fewer people's minds, and easier to train fewer people."

Still, Amtrav's Fichtelberg said that a lot of SMEs have stayed away from travel management because some mainstay TMCs have made it difficult for companies to go

from an unmanaged environment to a managed one. "I'm not sure these acquisitions are addressing that because they're not really lowering the barriers and hurdles," he said. "Let's talk about eliminating long-term contracts. The burden is on us to provide good support, not have a three-year binding contract. Barriers to entry need to be torn down to make it easier for SMEs to get the support I think they need now more than ever. Also, a number of technology companies have tried to come into the space, but they've underplayed and underestimated the value of the personal support side. Travelers on the road still want to speak to someone when they run into trouble."

Program Change Opportunity

Sharma also has seen a lot of companies take the opportunity to implement all new TMCs, expense solutions, online booking tool solutions, or to rework the solutions already in place. "They're retraining people on policy or rewriting their policies all together," she said. "This is a time where people are exploring nontraditional ideas, like maybe we don't need to source a whole program. Maybe we can leverage API connections with third-party content providers so travelers feel like they have more freedom and flexibility. There's a push toward less mandated programs and introducing more optionality. … It's a great time to take a step back and realign on program goals for cost savings, procurement and people engagement."

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Amex GBT's Maria Haggarty

CTM's Brady said she's seen some large companies that significantly reduced their travel take advantage of some SME opportunities. "It's about having a really honest dialogue with those customers and talk about how they can conduct business and operate successfully if they don't see themselves returning to pre-pandemic levels for several years," she said. "That is where we engage and say let's talk about some programs with various travel vendors that will still bring you value for the next several years. Airlines, hotels love it, because they don't want to lose all their business if [a customer] doesn't have enough volume to warrant a discount. Also, a lot of vendors are extending things."

Hotels rolling over rates is one example. Marriott's Harrington-Caravello said that 94 percent of the company's SME accounts rolled over their rates from 2020 into 2021. "We received tremendous feedback from customers because they felt supported, especially in this space," she said. "This is something we are continuing into 2022, because volume on special corporate looks different for this year, and a lot are still unsure of what 2022 will look like. There are so many unknowns, we were getting asked by customers if we would consider rolling over again and we are going down that path."

IHG is doing the same with its Business Edge discounts, DeCross said. "It's huge to have this global discount applied across 5,800 participating hotels," he said. "We see demand continue to grow and don't think that it's going to show any signs of slowing down."

With an increased focus on duty of care, SMEs are taking their travel programs a lot more seriously, Best Western's Ferrill said. "They need to know where their people are staying

and have confidence in the cleaning [protocols]." She added that they're also seeing growth in this market through TMCs and can tell people are migrating to a "semi-light managed program." As a result, the company has grown its SME sales staff "because of the opportunity that is in front of all of us there."

Corporate Traveler's Hobbs agreed and added that he is seeing companies be more lenient toward traveling in a higher cabin, for example. Likewise, "some companies would require shared rooms before, now everyone has separate rooms," he said.

Enterprise's Moore noted that business has grown because before the pandemic, four people would share a vehicle. Now, because of social distancing, each person gets their own car. Both Moore and Avis Budget's Kinerk noted that they've seen SMEs shift from short-haul flights to rental cars. "Customers are driving further than they used to drive," Moore said. "The rental length has increased."

New Programs for SMEs

To continue to capture more of the SME market, suppliers are enhancing or creating new programs for this segment.

Without going into detail, Kinerk said Avis Budget would launch a new product by the fourth quarter of 2021 to benefit small business owners who were hit hard due to the pandemic. IHG is looking into how to better integrate the meetings and event side into the Business Edge program, DeCross said, "to provide a soup-to-nuts experience for these customers." Amtrav also is developing an "intuitive meetings platform," Fichtelberg said. "We anticipate there being a lot more company meetings with [more] remote users than ever before."

Vital Communications

Many sources said during the pandemic it was paramount to stay connected with each other in the industry. Suppliers noted their efforts in communicating their new cleanliness programs and safety protocols to customers and reaching out to clients simply to keep in touch, even if there wasn't much business happening.

Buyers supported those statements.

Ritchie Bros.'s Grant said that all her suppliers kept in touch with her. "It was lots of updates in the beginning," she said. "There were no demands or expectations, more checking in and trying to get updates on what was happening with the travel program. We were fortunate to have those great relationships with suppliers."

The travel buyer from the financial company scheduled monthly supplier meetings, "and it made us closer," they said. "They constantly say how much they appreciated it. If you're a good salesperson, you want to make sure that communications stay pretty tight." The buyer also noted their appreciation for all the master classes and webinars held by many industry organizations. "All the information I was able to learn and community involvement that took place in the last year," they said. "I'm now connected to so many travel managers across the country who I can ask questions. I wouldn't have had that before."

Source: https://www.businesstravelnews.com/Research/SME-Report/2021/Nimble-SMEs-Lead-Corporate-Travel-Recovery

SME borrowing hit by new accounting rules

Changes to global financial reporting regulations are affecting credit access for millions of companies around the world

New rules on bank accounting led to a 15-20% fall in banks' SME lending between 2018 and 2020, according to new research by Aytekin Ertan, Assistant Professor of Accounting. He also warns that the implications for the post-COVID-19 period - when thousands of businesses are likely to be seeking financial support - could be detrimental for the wider economy.

These tighter regulations (known as IFRS 9) were introduced at an international level in the wake of the 2008 financial crisis to try and make the financial sector more resilient to swings in the economic cycle. The ultimate aim was to protect national economies - and the taxpayers who picked up so many of the costs - arising from the extremes of bank lending, which helped to precipitate the 2007-08 crisis.

However, despite policy makers' good intentions, the new rules are having far-reaching and unintended consequences as banks are having to deal with new and highly complex regulations regarding lending, adding layers of administration and cost to their procedures.

Dr. Ertan explains: "The introduction of the new rules - just prior to the pandemic - has come at a particularly difficult time to test a new lending regime. Many more organisations than would normally be the case have been seeking financial support to sustain them during the current difficulties.

"In line with the new rules, banks have been obliged to take a stringent approach causing them to reduce their lending portfolios, often increasing interest rates and collateral demands. Similarly, loan size may be reduced or maturity dates shortened.

"In consequence, the SME sector is being forced to tighten its belt - exactly at a time when it is in greatest need of flexibility. Smaller businesses are most likely to suffer under the new regime as they typically have fewer sources of funding than larger organisations, rendering them heavily reliant on their bank.

"Given the economic importance of SMEs to the wider economy, this is extremely concerning. Taken across Europe and the US, SMEs represent over 99 percent of non-financial companies, employing more than two-thirds of the non-financial workforce and generating over half of total gross value added. So whatever affects SMEs has huge significance to us all.

"Despite the serious impact which the new accounting rules are undoubtedly having on swathes of the SME sector worldwide, it was entirely appropriate for regulators and policy-makers to review bank lending practices in the wake of the 2008 crisis. The aim of the regulators has rightly been to moderate lending practices in order to smooth the peaks and troughs of economic cycles and hence protect global economies for the benefit of us all.

"So while IFRS9 is a good idea, the benefits must be carefully weighed against costs. IFRS 9

introduced a shift to the so-called 'expected loss' system from the 'incurred loss' arrangement, obliging banks to decide whether to make a loan based on what is expected to happen rather than what has happened in the recent past. This changes the whole economic model of lending at a time when businesses have been at their most vulnerable.

"So what are some of the options? Banks could freeze dividends and share buybacks to keep equity high, but these may be unpopular with shareholders. Arguably, policy setters might consider temporary and partial relaxation of the rules and, of course, governments around the world have tried to help by providing some direct funding to organisations.

"A resilient banking sector is important as it can help to soften the blow caused by macro-economic upheaval. It's therefore in all our interests to support policy makers in finding a smooth path for banks, companies and taxpayers.

"The intention of my recent study is to inform this debate by surfacing and interpreting large-scale, recent and relevant data."
Source: https://www.london.edu/news/sme-borrowing-hit-by-new-accounting-rules-1899

Start up

How Switzerland can emerge as a startup destination for Indian entrepreneurs

Switzerland can emerge as a major destination for Indians looking to set up their new enterprises in a global financial centre.

A large number of Indian entrepreneurs are looking to tap Switzerland's startup ecosystem to set up their new enterprises there with the Alpine nation planning to bolster its appeal as a preferred location for startups through a number of globally competitive measures.

According to a statement from the Swiss government, the European nation's top-decision making body, the Federal Council, had asked the Federal Department of Economic Affairs, Education and Research (EAER) to examine Switzerland's startup ecosystem, following which it has found that while this ecosystem is generally in good shape, there is room for improvement in a number of areas, namely technology transfer, internationalisation, access to skilled labour and financing.

CrossTower launches crypto trading platform in India

The Federal Council has now tasked the EAER and the Federal Department of Justice and Police FDJP to examine further measures in these areas in greater detail and the findings are expected to be presented in June 2022.

Noting that startups play an increasingly important role in a country's innovative strength, the Swiss government said the startups make a significant contribution to harnessing the innovation potential resulting from research and also play an important role in the development and application of new technological innovations.

With India becoming a major global hub of entrepreneurs seeking to tap the startup route, industry experts said Switzerland can emerge as a major destination for Indians looking to

set up their new enterprises in a global financial centre.

Several investment bankers and international law firms also said they are being approached by potential startup initiators from India to examine Switzerland's potential as a startup location, following the recent measures announced by the Swiss government.

Himanshu, Founder and CEO of IDDI Investments' parent firm Switzerland For You SA, which is looking to attract entrepreneurs and investors from across the world including India to Switzerland, said the Swiss government's decision can go a long way in promoting the Swiss economy on a sustainable way.

"Given the dynamics of the rapidly changing business environment, it is essential to constantly update the ecosystem with a view to attracting young talents and budding entrepreneurs from not only other parts of Europe but across the globe," said the Indian-origin businessman who is settled in Geneva and goes only by his first name.

"Once the review is completed by the EAER and the report is out, it is expected that the Swiss authorities will act with double the speed to make the country's startup ecosystem internationally competitive and also the best in the world," he added. Himanshu said, "Swiss Federal Council's decision to authorise the EAER to review the country's startup ecosystem is a well thought out move which will go a long way in promoting the economic interest of Switzerland on a sustained basis."

The Swiss Federal Council had first commissioned the EAER in December 2020 to investigate which factors are crucial for the performance of the startup ecosystem and how knowledge and technology transfer can be accelerated.

The latest report from the EAER shows that the startup ecosystem in Switzerland is generally in good shape, but there is still room for improvement in a number of areas. "The EAER is therefore proposing to the Federal Council various measures to be examined in greater detail; namely ways of optimising technology transfer, boosting internationalisation, improving access to skilled workers and honing regulation," the Swiss government said.

In view of the fact that numerous states have launched extensive programmes to support startups in recent years, measures for a more active growth strategy should also be examined in order to strengthen Switzerland's appeal as a location for startups in the long term, it added. To this end, the Federal Council has decided in particular to comprehensively examine the advantages and disadvantages of a Swiss innovation fund.

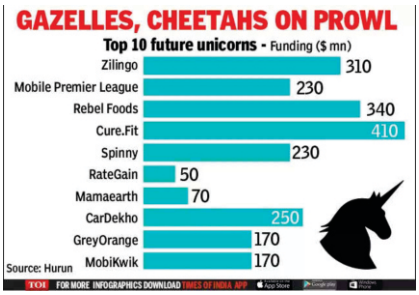
The aim is to explore the extent to which such a fund could expand the venture capital market in Switzerland and thus improve the growth opportunities of innovative companies in Switzerland. Experts said while Switzerland has been fighting a perception battle for a long time in India with regard to alleged parking of black money in Swiss banks, it has also been always known as high on technology in various sectors where Swiss companies operate and therefore startups can be instrumental in charting the country's future economic growth trajectory.

Source: https://www.livemint.com/companies/news/how-switzerland-can-emerge-as-a-startup-destination-for-indian-entrepreneurs-11630988042485.html

India becomes third largest startup ecosystem in the world

India has emerged as the third largest startup ecosystem in the world after the US and China and the pace of growth is not showing any signs of slowing down. Over the last year, India has added three unicorns every month taking the total count to 51, ahead of the UK (32) and Germany (18). A privately held startup company valued at over $1 billion is called a unicorn.

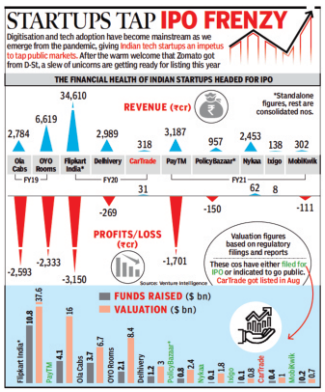
The US tops the list with 396 unicorns, while China is at the second spot with 277, showed data from Hurun Research Institute. India's unicorns are currently worth $168 billion, more than the GDP of Telangana at current prices.



Apart from unicorns, however, the number of future unicorns called "gazelles" and "cheetahs" in India is growing at an exponential pace, said Anas Rahman Junaid, MD and chief researcher at Hurun India.

"Gazelle" is a startup founded after 2000 with the potential to go unicorn in two years, while "cheetah" may go unicorn in the next four years. Gazelles have an estimated valuation ranging from $500 million to $1 billion and the valuation of cheetahs range from $200 million to $500 million.

"Preparing the Hurun India Future Unicorn List 2021 has been one of the most daunting tasks, primarily due to the positive hyperactivity in Indian start-up ecosystems," said Junaid. "For instance, five start-ups that we had as cheetahs at the beginning of our research, jumped straight to unicorn valuations."



Online retail store Zilingo is the most valuable Gazelle and digital furniture platform Pepperfry is the most valuable Cheetah. Mobile Premier League (MPL), Rebel Foods, Cure.fit, Spinny and Mamaearth are among a long list of future unicorns that are worth $36 billion, equivalent to one third of Delhi's GDP at current prices.

The top investors in the gazelles and cheetahs are Sequoia followed by Tiger Global with 37 and 18 investments respectively. E-commerce, fintech and SaaS comprise 49% of the future unicorn list.Entrepreneurs who feature in Hurun India Rich List have invested in the gazelles and cheetahs, showed the data. CRED founder Kunal Shah tops the list with nine start-up investments followed by Binny Bansal with five and Ratan Tata with four. Infosys co-founders Nandan Nilekani (3), NR Narayana Murthy (2) and Kris Gopalakrishnan (1) have also invested into start-ups in the list.

With 31 start-ups, Bengaluru is the start-up capital of India followed by Delhi NCR (18) and Mumbai (13). Bengaluru is the home to 11 gazelles and 20 cheetahs, with a cumulative valuation of $12.4 billion. The top three cities headquarters 68% of these companies.

source: https://timesofindia.indiatimes.com/business/india-business/india-becomes-third-largest-startup-ecosystem-in-the-world/ articl eshow/ 85871428. cms#:~:text=NE W% 20DELHI%3A%20India-%20has%20emerged.

The next big startup may just help venture back more startups

Welcome to Startups Weekly, a fresh human-first take on this week's startup news and trends. To get this in your inbox, subscribe here.

Oper8r, built by Winter Mead and Welly Sculley, wants to help new entrants in the VC world scale. The accelerator launched last year as a "Y Combinator for emerging fund managers," built to help solo capitalists and people launching rolling funds grow up.

The idea was that a well-networked, smart individual may be able to raise their first $10 million in a debut fund off of connections, but when it comes time to scale to a $50 million or $200 million fund, managers need to have a sophisticated understanding of how the LP world works.

Now, Mead claims that all 18 graduates within his first cohort, which include Stellation capital, Maple VC, Interlace Ventures and Supply Change Capital, have successfully closed funds. Its second cohort is still in the fundraising process, but across both cohorts, over $500 million has been closed. Oper8r is launching its third cohort next week and soon will announce the launch of Cr8r, an early-stage program to help talented angel investors grow their investment cadence.

Oper8r's expansion comes as the rate of first-time venture fundraising grows as well. The Wall Street Journal's Yuliya Chernova wrote a story this week about how, after years of being on the decline, the rate of first-time venture fundraising in the United States is "on track to reverse course." The story, pulling analysis from advisory firm Different Funds, states that "in the second quarter of this year, some 40% of venture-fund announcements, which includes funds just setting out to raise capital, were made by debut funds, whereas they represented between roughly 20% and 30% of fund announcements in each quarter over the past two years."

This data screams that the rise of a solo GP, or an ambitious rolling-fund-turned-venture firm, isn't a one-off, it's an actual trend. This means there's more pressure for venture firms to go beyond a scout program when it comes to supporting the next big investors - and there's more of a market for formal efforts to scale operations.

Mead, meanwhile, is cooking up ways to add validation and signal to Oper8r. Many accelerators write checks to further validate their choices, but also to tap into the access they're getting by helping budding entrepreneurs before top-tier LPs and VCs notice them. He hinted that Oper8r may pursue a similar strategy as it seeks to be the go-to for emerging managers.

"I think capital speaks louder than educational programs," he said. "If you're putting money into the opportunities you're engaged with, I think it serves as a greater signal than someone just coming through the program."

In the rest of this newsletter, we'll discuss the creator economy's latest dance, international BNPL week, and why I'm putting Reid Hoffman in the hot seat. As always, you can find me on Twitter @nmasc_ and listen to my podcast, Equity.

Edtech wants to have its creator economy moment, and it's complicated

Edtech and the creator economy certainly differ in the problems they try to solve: Finding a VR solution to make online STEM classes more realistic is a different nut to crack than streamlining all of a creator's different monetization strategies into one platform. Still, the two sectors have found common ground in the past year - as encapsulated by the rise of cohort-based class platforms.

Here's what to know: I wrote about how the overlap of both sectors is leading to some complications during the rise of cohort-based classes. Some fear that turning creators into educators could bring in a rush of unqualified teachers with no understanding of true pedagogy, while others think that the true democratization of education requires a disruption of who is considered a teacher.

Edtech extras:

- Quizlet plans for IPO over a year after hitting unicorn status
- Microsoft acquires TakeLessons, an online and in-person tutoring platform, to ramp up its edtech play
- The Education Revolt: 7 key drivers and 4 industry shifts TTYL, BNPL

This week on Equity, Mary Ann and I made sense of what felt like international BNPL week: PayPal acquired Japan's Paidy for $2.7 billion, Zip bought Africa's Payflex and Addi raised $75 million to prove BNPL's power in LatAm.

Here's what to know: The global boom is partly in response to e-commerce trends, partly in response to consumer demand for more flexibility when it comes to financing. The market isn't a winner-takes-all, so expect more well-capitalized startups buying their way into consumer markets outside of their geography.

Other news of note:

- As BNPL startups raise, a look at Klarna, Affirm and Afterpay earnings
- Wisetack closes on $45M to bring 'buy now, pay later' to in-person services
- Why Square is shelling out $29B to snag BNPL player Afterpay
- Fintech is transforming the world's oldest asset class: Farmland
-

Reid Hoffman on the hot seat

I read Reid Hoffman's podcast-turned-new-book "Masters of Scale" over the past few days. The entire time, I felt like a well-networked mentor was giving me a pep talk, with name-drops that turned into generalist advice and a behind-the-scenes look at humanity's decisions.

Here's what to know: While the book gave me a needed boost of optimism, I still had some critiques. I felt like the book's choice to not talk much about the ugly within startupland creates an imbalance of sorts. It would have benefitted from talking directly about divisive dynamics, ranging from how WeWork's Adam Neumann impacted the way we talk about visionary founders, Brian Armstrong's Coinbase memo and what it means for startup culture, or even the role of the tech press today.

So, I have an idea. Let's balance out the cheerfulness with the cynical, and let's do it live. I'm interviewing Hoffman at TechCrunch Disrupt this year, where I'll put him on the hot seat

and push him to explain some of the choices he made in the book. Other people I'm excited to see at the show include Peloton's CEO and chief content officer and Ryan Reynolds.

Buy your tickets to TechCrunch Disrupt using this link, or use promo code "MASCARENHAS20" for a little discount from me.

Around TC
I'll be honest, all we're talking about internally these days is one thing: Disrupt, Disrupt, Disrupt. Here's the agenda for the Disrupt Stage, which includes three virtual days of nonstop chatter on disruptive innovation.
Source: https://techcrunch.com/2021/09/11/the-next-big-startup-may-just-help-venture-back-more-startups/

Women Wing

Europe's female startup leaders to follow on LinkedIn
Which European women tech leaders should you follow, and learn from, on LinkedIn?

Knowledge Tracker
We all know there are a whole lot more men than women in the European tech world, and that it's often the men talking the loudest on social media platforms.

But there are a growing number of powerful female voices making themselves heard.

With the help of LinkedIn's UK team, we've tracked down female tech leaders in Europe who regularly share thought-provoking, useful and smart posts on LinkedIn.

Who are they -- and how did their entrepreneurial journey begin?
If you want to suggest someone, please email us at rankings@sifted.eu.

Alice Zagury
Alice Zagury -- CEO of startup community The Family
What's her story? Zagury has been supporting startup founders since she graduated back in 2008. She spent three years at Silicon Sentier, a startup community in Paris, mentoring international entrepreneurs raising funding and gaining visibility.

In 2012, she cofounded The Family with Lebanese entrepreneur and business angel Oussama Ammar, to create an accelerator that would make entrepreneurship more accessible. Since then, they've built a network of 800+ founders and are now enrolling startups from around the world. What about her LinkedIn posts? Startup news and tips, events and content about entrepreneurship (in English and French).
LinkedIn network: 45k

Mette Lykke -- Cofounder and CEO of Too Good To Go
What's her story? Lykke built her first business out of her love for fitness: Endomondo, a social fitness app that was acquired by US apparel company Under Armour in January 2015. She worked there for two years as VP international and left to start her second venture: food-waste app Too Good To Go.

What about her LinkedIn posts? Food waste, the global food supply chain and building a sustainable business.
LinkedIn network: 31k+

Anna Alex -- Cofounder and CCO of Planetly and cofounder of Outfittery
What's her story? With a background in product management, Alex started her first company Outfittery, a personal shopping service, with Julia Bösh in 2012. She oversaw product, management and operations as co-CEO.

She left in 2019 to launch Planetly, a platform that tracks, measures and reduces companies' carbon footprints. Last April, it raised €5.2m and is backed by European VCs Speedinvest and Cavalry Ventures.

What about her LinkedIn posts? She covers climate tech and sustainability in business and posts a positive climate news recap every Friday (in English and German).
LinkedIn network: 20k

Janneke Niessen -- Cofounder of seed-stage VC CapitalT
What's her story? Niessen started and exited two marketing businesses: Improve Digital and DQ&A Media Group. Drawing from her experience building companies, she joined the other side of the table in 2018 and cofounded VC firm CapitalT, which has invested in team collaboration platform CodeGem and Vaayu, a carbon emission software for online retailers.

She's an advocate for women in tech: she initiated InspiringFifty, which aims to increase diversity in tech by making female role models more visible; and published a book about girls in tech, The New Girl Code. She was nominated as Harper's Bazaar Woman of the Year in 2019.
What about her LinkedIn posts? Diversity in tech, startup news and tips (in English and Dutch).
LinkedIn network: 17k

Maud Caillaux -- Cofounder of green neobank Green-Got
What's her story? Only two years after graduating with a master's degree in entrepreneurship, Caillaux launched her startup.
Green Got is part of the new wave of 'sustainable banks' that are building a banking service that doesn't contribute to harming the planet -- for instance, by not funding the fossil fuel industry. The app is still in beta mode. Caillaux is in the Forbes Europe 30 under 30 this year.
What about her LinkedIn posts? Startup-building, sustainable finance and climate change (in English and French).
LinkedIn network: 12.4k

Marija Butkovic -- Founder and CEO at femtech community Women of Wearables
What's her story? The former lawyer has turned her passion for championing women into a global organisation, Women of Wearables, which has 20k members who work in and are interested in women-focused wearable tech, IoTs and healthtech.

Butkovic is a marketing mentor as part of the STARTS and We In Social Tech programmes -- and a contributor to Forbes Women.
What about her LinkedIn posts? Femtech, diversity in tech and tech news.
LinkedIn network: 13k

Lubomila Jordanova -- Cofounder and CEO of Plan A and cofounder of Greentech Alliance

What's her story? A trip to a plastic-covered beach in Morocco inspired Jordanova's mission to reduce our impact on the planet. In 2017 she started Plan A, one of Europe's carbon software platforms helping businesses track their carbon emissions. The Berlin-based startup is backed by French private equity firm Demeter and Japan's SoftBank.

She is also the cofounder of Greentech Alliance, a community for companies, VCs, media and experts interested in greentech. She's mentoring several founders via programmes from Goldup, Founder Institute and The Global Hack.

What about her LinkedIn posts? Climate tech and sustainability in business -- she just started a LinkedIn newsletter that covers corporate sustainability, ESG and climate change.
LinkedIn network: 14k

Georgie Smallwood -- Chief product officer at Tier and founder of women founder network Auxilia
What's her story? Smallwood learned the ropes at digital marketplace Scout24 Group, accounting startup Xero and Germany's most valuable fintech N26. In October last year, she was appointed chief product officer at micromobility company Tier.
She's part of Accel's angel investing programme and has only invested in female-led startups, including remote culture building platform Remi.so and HeyFina, a financial well-being platform targeting women.
What about her LinkedIn posts? Female founders, product management and women tech leaders.
LinkedIn network: 8.7k

Sasha Lipman -- Founder of impact digital hub tech2impact
What's her story? Before launching tech2impact in May 2020, Lipman worked at Vienna-based Hackabu, a growth hacking accelerator for social impact startups, and TwoNext, an organisation that helps nonprofits create social impact using tech. The tech2impact community now includes 400+ impact-driven tech startups, investors and accelerators, and it offers several virtual startup mentorship programmes.
What about her LinkedIn posts? Impact investment and startup tips, the intersection of tech and the UN Sustainable Development Goals.
LinkedIn network: 5.4k

Other women to follow:
Nora Bavey -- General partner at Nordic micro VC Unconventional Ventures.
Talks about: Diversity, venture capital, entrepreneurship | Followers: 4.6k

Dafne Sartorio -- Lead venture builder at oneUp, a service building tech for big corporates.
Talks about: Startups, innovation, personal development | Followers: 5.5k
Monika Jiang -- Head of curation and community at global business platform House of Beautiful Business.
Talks about: Sustainability, future of work, personal development | Followers: 2.2k
Marija Rucevska -- Cofounder and GP of consulting firm Helve and chair of the board at tech event TechChill.
Talks about: Innovation, Latvian startups news, sustainability | Followers: 2.1k
Claudia Winkler -- Cofounder of impact incubator goood network and author.
Talks about: Tech for good, sustainable business, climate action | Followers: 3.5k
Ruth von Heusinger -- Founder and CEO of carbon off setting solution platform ForTomorrow.
Talks about: Feminism, climate action and sustainability | Followers: 2k
Martina Zammit -- Director of V Square media, a film production service.
Talks about: Maltese business news, innovation, personal growth | Followers: 2.2k
Source: https://sifted.eu/articles/europe-female-startup-linkedin/

Top 10 women leading healthcare startups

Here is our list of top 10 women leading healthcare startups today.The following women are leading companies that are changing people's lives - whether it's facilitating more heart transplants, developing life-saving, chemical-resistant PPE suitable for womens' bodies, preventing suicides or creating the world's first totally silent breast pump. Here is our list of top 10 women leading healthcare startups today.

1. Tania Boler, founder and CEO, Elvie

Tania Boler has created what Vogue magazine has labelled "the most revolutionary and discreet breast pump to date". Compared to most breast pumps, which are noisy and require wires, Elvie's is practically silent and has no tubes. Boler's other product is a training device that exercises pelvic floor muscles which is now prescribed through the UK's National Health Service (NHS).

2. Dr Lisa Anderson, co-founder and CEO, Paragonix

Dr Lisa Anderson is the CEO and co-founder of tech startup Paragonix Technologies. She is one of the inventors of the SherpaPak, a transportation device that enables organ transplantation - specifically hearts. It works by using proprietary thermal cooling to keep hearts at a steady temperature during transport, helping the hearts to travel further than using conventional methods, and therefore expanding donor options.

3. Dr Asha Parekh, co-founder and CEO, Front Line Medical Technologies

Dr Asha Parekh is the co-founder and CEO of Front Line Medical Technologies, a medical device company. It recently developed the COBRA-OS™, which helps front line medics control bleeding in emergency situations. Born in Canada, Parekh has a PhD in biomedical engineering with a speciality in biomaterials and medical devices. She has several patents and publications to her name, and has secured multiple grants and funding for her projects.

4. Hilary Coles, co-founder & SVP Brand & Innovation, Hims & Hers

Hims & Hers provides access to medical products and solutions via telemedicine, focusing

on products that are specific to men and women such as hair loss, erectile dysfunction, birth control, and sex drive changes. Hilary Coles co-founded Hims initially, before realising that women in the US were lacking a convenient way to access healthcare and information. Since launching Hims & Hers in 2017, the company has become one of the fastest growing direct-to-consumer brands in history, exceeding the expectations of Wall Street analysts.

5. Beau Wangtrakuldee, founder and CEO, AmorSui

Beau Wangtrakuldee, PhD, is behind AmorSui, a healthcare tech company that has created software to help hospitals implement reusable, environmentally-friendly and gender-inclusive PPE. Called Viridi®, the software helps to manage the cleaning of items by tracking their washing life cycle.

6. Jo Aggarwal, co-founder, Wysa

Jo Aggarwal is behind Wysa, an AI-powered mental health startup that uses an "emotionally sensitive AI bot" to treat patients. The app uses cognitive-behavioural therapy (CBT), meditation, breathing, yoga and motivational interviewing among other techniques. Users can also access a human coach or therapist through the app, which Aggarwal says has prevented hundreds of suicides, and helped millions with their mental health.

7. Sahar Arshad, co-founder & COO, CloudMedx

Sahar Arshad is the co-founder and Chief Operating Officer of CloudMedx, an AI platform that helps healthcare providers make clinical decisions. The system uses NLP to analyse data from clinical workflows and deliver insights to help clinicians them with care delivery. CloudMedx has won a Cisco Global Disruptors award among others. Pakistan-born Arshad was previously the CEO of augmented and virtual reality company Imaginate Technologies.

8. Louise Stevenson, CEO and founder of WorryTree

WorryTree is an app that uses CBT to help people manage anxieties and stress. Louise Stevenson decided to create the app after she was diagnosed with Generalised Anxiety Disorder and referred for CBT herself. Some of the tools the app teaches are directly inspired by her sessions with her therapist.

9. Arianna Radji Lee, founder, Pachamama

Pachamama loosely translates as 'mother earth', and is the name Arianna Radji Lee chose for this digital platform that aims to support women who are pregnant. Launched in November 2019, its aim was to create an online community of expectant mothers to support each other with events, workshops, podcasts and access to parenting experts.

10. Melissa Snover, founder & CEO, Rem3dy Health Group

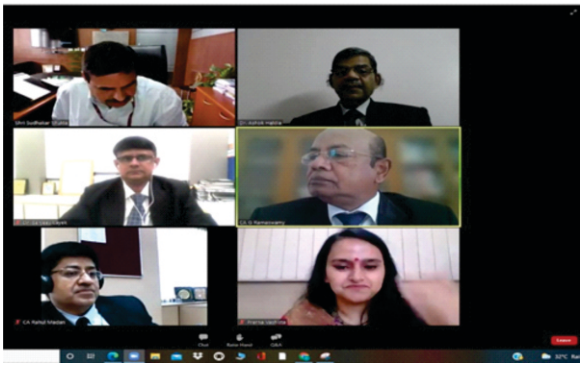
Under the Rem3dy Health Group banner she founded, Melissa Snover is pioneering personalised health solutions. One of her ideas is Nourished, a nutrition product that uses patented 3D printing technology to create a personalised nutrition gummy. Meanwhile Scripted is positioned to be the first 3D printed medicine dispensary in the pharmaceutical market, following clinical trials in Spain.

Source:https://healthcareglobal.com/digital-healthcare/top-10-women-leading-healthcare-startups

WASME Corner

WASME World Association for Small and Medium Enterprises

WEB-CONFERENCE ON 'DEMYSTIFYING PREPACK INSOLVENCY FRAMEWORK FOR MSMEs



IBC 2016 has been in vogue for nearly five years and has provided effective succor to creditors in an expeditious manner. The code and processes therein have reasonably evolved and stabilised. The raging pandemic in the form of Covid 19 with the attendant adverse impact on economy accompanied by stress to various industries including MSMEs fuelled the thought process of the policy makers leading up to the realization that a Pre-packaged Insolvency Resolution Process (PPIRP) may be need of the hour. PPIRP has been envisaged as a subset of the IBC code and an additional option for resolving insolvency, given the obvious fact that normal CIRPs would not yield the outcome as desired by the IBC code due to the anticipated dearth of Resolution Applicants in the aftermath of the adverse impact of Covid 19. It was at this juncture that the Government thought it fit to promulgate Pre-pack Insolvency Resolution Process (PPIRP) with the avowed objective for aiding the existing insolvency framework by cutting costs and the time taken for resolution process.

MSMEs are considered as the engines of economic growth and for promoting equitable development in the country. MSMEs play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries and also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. The MSME sector's contribution to India's GDP is significant and has been measured at around 30%. Moreover, MSME Sector contributes to about 48% of the total exports of the country.

Given the criticality and noble underlying objectives, IIIPI, the frontline regulator and the largest insolvency professional agency in India, alongwith WASME organised a web-conference on 'Demystifying Prepack Insolvency Framework for MSMEs'on 10th September 2021 on online platform to bring about better awareness among the stakeholders, especially MSME. The webinar was implemented and executed by TDP Global and team.

Dr. Sanjiv Layek Executive Secretary, WASME, welcomed galaxy of experts

- CA Nihar Jambusaria President, ICAI
- CA (Dr) Ashok Haldia Chairman, IIIPI Indian Institute of Insolvency Professionals of ICAI
- CA Rahul Madan Managing Director, IIIPI
- Mr. Sudhakar Shukla Whole Time Member Insolvency and Bankruptcy Board of India
- CA G. Ramaswamy Past President-ICAI and Member, Advisory Group-IIIPI
- CA & Adv. Ashish Makhija Insolvency Professional
- Mr. Nitin Arora Sr. Vice President-SAG, Axis Bank
- Mr. Satish Gupta Insolvency Professional
- Mr. Narinder Wadhwa Managing Director, Ski Capital Ltd
- Mr. Rajan Johri Fellow-CIPD (UK) and Mentor-TDP Global

and dignitaries and participants attended this webinar.

Dr Layek gave his thought on covid and MSME sector. He told Covid 19 has disrupted our life as well as businesses and Small and Medium Businesses (SMBs) are the hardest hit. He

highlighted MSME sector as backbone of the Indian economy , an estimated 6.33 crore unincorporated MSMEs engaged in non-agricultural economic activities, employing 12 crore persons across the country, 99% Industry share, contributing 30% to Indian GDP, generating 70-80% employment , contributing around 50% to exports and Micro's share in MSME more than 99% having turnover less than 5 crores. The government's target for 2024 is for MSMEs to account for 50% of GDP and 75% of exports, while employing 150 million people, in line with a target to make India a $5 trillion economy. The coronavirus disease (COVID-19) has severely impacted the lives of informal microenterprises, constituting 99% of the MSMEs, owing to lack of managerial resources, capacities, and backward-forward linkages to cope with economic downturn.

Recently, the Government of India via an ordinance issued Pre-Pack Insolvency Resolution Process. We believe that this is a great opportunity for MSME to formulate a revival mechanism.

Under the Insolvency and Bankruptcy Code, micro, small, and medium businesses will now be able to choose a pre-packaged insolvency resolution. The step comes shortly after the government's one-year moratorium on insolvency filings was lifted in the wake of the Covid-19 pandemic. Last year, the government raised the default amount for insolvency proceedings from Rs. 1 lakh to Rs. 1 crore. No insolvency proceedings against the MSME can be started when the pre-pack process is in progress. Instead of a formal competitive bidding process, a pre-pack is the settlement of a distressed company's debt by an arrangement between secured creditors and investors.

Applicability of Prepacks:

- MSMEs only , as per the definition under MSMED Act
- Actual Default by MSME Corporate Debtor (CD)
- Minimum Threshold Default of Rs. 10 Lacs by MSME CD

CA (Dr) Ashok Haldia Chairman, IIIPI Indian Institute of Insolvency Professionals of ICAI presented key note address on "Demystifying Prepack Insolvency Framework for MSMEs "
There was a panel discussion moderated by CA Rahul Madan Managing Director, IIIPI. Panelists shared their thoughts on the topic. Some of the points as follows -

CA & Adv. Ashish Makhija Insolvency Professional shared insights on legislative intent behind and key features of PPIRP

Mr. Satish Gupta Insolvency Professional highlighted practitioners' perspectives around roles across PPIRP and grey areas if any

Mr. Nitin Arora Sr. Vice President-SAG, Axis Bank deliberated upon features which make the PPIRP more likeable to bankers as compared to existing dispensation

Mr. Rajan Johri Fellow-CIPD (UK) and Mentor-TDP Global talked about industries, especially MSMEs' perspectives as the user segment of PPIRP, particularly expectations from Insolvency professionals

Mr. Narinder Wadhwa Managing Director, Ski Capital Ltd talked about industry's perspectives as the user segment, particularly expectations from bankers as key stakeholders in the process.

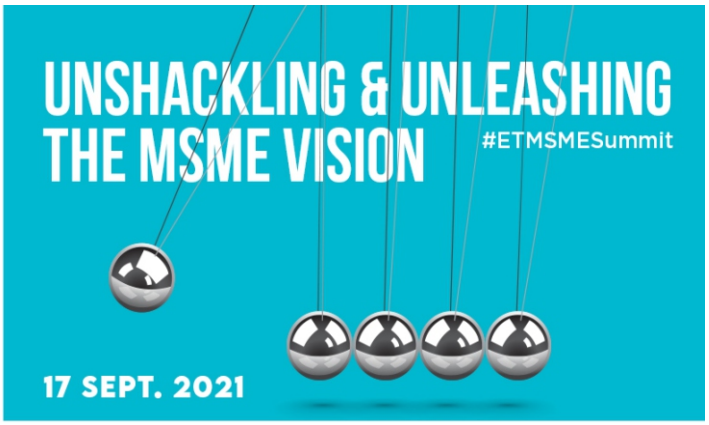
Participants actively took part in Q & A session where experts answers all the questions. A large number of participants attended the webinar. Overall the webinar was successful in fulfilling awareness about the topic.

Dr Sanjiv Layek Executive Secretary, WASME proposed vote of thanks.

WASME
World Association for Small and Medium Enterprises

Upcoming Events

The Economic Times MSME Summit 2021



The Economic Times MSME Summit

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WLS-Largest Leader Summit in World

Registration Link- https://worldleadersummit.com/

"Global Women in AgriTech"

WASME
World Association for Small and Medium Enterprises

World Association for Small and Medium Enterprises (WASME), a global non-profit organization headquartered at Noida, India, has been spearheading the cause and development of Small and Medium Enterprises (SMEs) worldover since its inception in 1980. Over three decades, WASME has emerged as one of the most representative, effective and leading international organizations, working towards the promotion of SMEs worldwide through policy advocacy, information dissemination, conferences, seminars, events, trainings, publication, network linkages and manymore.

WASME enjoys consultative/observer status with concerned agencies in UN system such as UNCTAD, ITC, WIPO, UNIDO, UNESCO, UNCITRAL, UNESCAP and ILO, and several other inter-governmental and international organizations like WCO, OECD, ICSB, APEC, APCTT, etc.

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.

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.

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