



World Association for  
Small and Medium  
Enterprises (WASME)

GOVERNMENT OF INDIA  
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

# World SME Day 2024

**Theme: One Europe - One SME**

**27 JUNE 2024 | 9:30 AM to 5:00 PM**

**LE MERIDIEN, Windsor Place, Janpath, New Delhi 110001, India**



## Esteemed Partners

Speaker Session



PR Partner



Co ordination  
Partner



Green Signage  
Partner



International  
Academic Partner



Branding  
Partner





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# The Idea

**Theme: One Europe - One SME**

## The Launch Plan

- Inspiring keynote sessions by Top Government official/ Industry Expert
- Informative workshops on ONDC, Pre- insolvency package, business strategies and innovation
- Networking opportunities with Government officials in secretary levels, fellow entrepreneurs and industry leaders
- Access to valuable resources and insights to elevate your business





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# Esteemed Dignitaries



**Evgeniy Griva**  
Deputy Trade Commissioner,  
Russian Federation in India



**Ms. Mercy Epao**  
Hon'ble Joint Secretary (SME),  
Ministry of Micro, Small & Medium Enterprises,  
Government of India, Udyog Bhawan, New Delhi



**Mr. Dunston Pereira**  
Chief Executive Officer,  
Private Office of His Royal Highness  
Sheikh Ahmed bin Faisal Al Qassimi Dubai, UAE



**CA Rahul Madan**  
MD, IIPi



**Mr K. Harikrishnan**  
Heads Transformation,  
ONDC



**Ms Areesha Fatma**  
Manager, PwC





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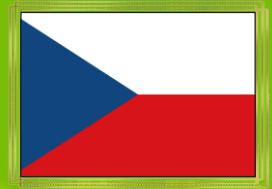
## Participating Countries



Austria



Cyprus



Czech Republic



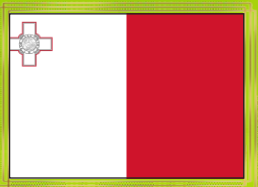
Estonia



Finland



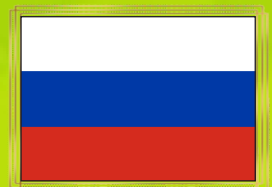
Latvia



Malta



Romania



Russia



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# Media Overview

Full Page Placements

90+ M

Potential Audience Reach

Activity	Platform	Engagement
Unveiling the "World SME Day 2024"	On Ground Event at LE MERIDIEN, New Delhi	As Speaker, Penalist, Awardees, Delegation, Exhibitor, Presenter... Future Facilitation in various countries and with stakeholders
Post Event Coverage	WASME e-Bulletin /Newsletter	Coverage in WASME E-Bulletin/Newsletter
Digital Coverage	Digital	All leading e-Newspapers, WASME Social Media Platforms (Linked In/Instagram,Facebook/Y outube)

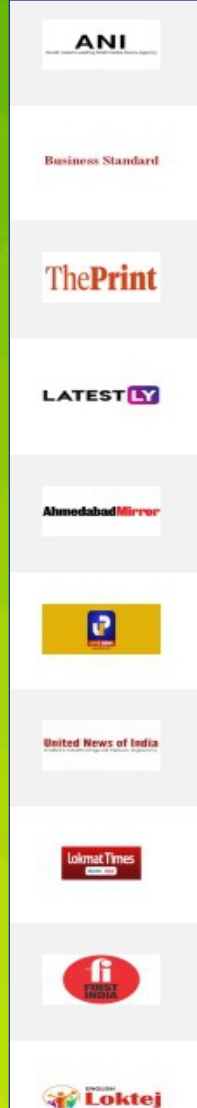




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# 150+ More Media Network





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# Glimpse of Past Events





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## Scan/ Pay



**Registration Fee- 5000 +900 (GST)= 5900/-**

**Share details @ [info@wasmeinfo.org](mailto:info@wasmeinfo.org)**

**For more details connect with us on:**

**[www.wasmeinfo.org/sme](http://www.wasmeinfo.org/sme)**

**Call:+91 120 4216283 / +91-9911500858**

**Email: [info@wasmeinfo.org](mailto:info@wasmeinfo.org)**



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