



World Association for
Small and Medium
Enterprises (WASME)



02 July 2024

Press Release Distribution Report



World Association for
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Distribution Report

WASME CELEBRATES WORLD SME DAY 2024 IN
ASSOCIATION WITH THE MINISTRY OF MSME BY AWARDING
OUTSTANDING LEADERS OF THE YEAR

Date Submitted: 02 July 2024

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109

Recorded Full Page Placements *

146.26 M

Potential Audience Reach

* This is a partial list of online pickups that we are able to track. There are other websites that have picked up the release that we may not have tracked.

ANI
South Asia's Leading Multimedia News Agency

ThePrint

Business Standard

LOKMAT TIMES
Marathi Hindi

LATEST LY

webindia123

msn

BIG NEWS NETWORK.com

And Many More...



Your Submitted Press Release

WASME Celebrates World SME Day 2024 In Association with the Ministry of MSME by Awarding Outstanding Leaders of the Year

The World Association for Small and Medium Enterprises (WASME), a globally recognized organization with UN observer and consultative status, celebrated World SME Day 2024 at Le Meridien, New Delhi, on June 27. This landmark event brought together industry leaders, experts, and stakeholders dedicated to the growth and empowerment of SMEs worldwide.

The celebration began with a heartfelt welcome from Dr. Sanjiv Layek, Executive Secretary of WASME. In his keynote address, Dr. Layek emphasized the critical role of SMEs in the global economy, highlighting their contributions to growth, job creation, and innovation. He noted that the theme of the event, "One Europe One SME," underscores the unity and collaboration needed to help SMEs thrive in a competitive global market. The event featured discussions on regulatory frameworks, access to finance, market opportunities, digitalization, sustainable practices, and internationalization strategies.

Organized in partnership with the Ministry of MSME, Government of India, and the PR partner [Heylin Spark](#), Shri Jitan Ram Manjhi, the Hon'ble Minister of MSME, Government of India, extended his best wishes to SMEs on their special day.

Distinguished Guests of Honour included Dr. Evgeniy Griva, Deputy Trade Commissioner of the Russian Federation in India, who spoke on the collaboration between European and Indian SMEs, and Mr. Dunston Pereira, Group CEO of the Private Office of His Royal Highness Sheikh Ahmed bin Faisal Al Qassimi, Dubai, UAE, who highlighted the UAE government's role in supporting Indian and European SMEs. Additionally, Mr. Pranav Jyoti, Chief Investment Officer of the same office, addressed the audience on "UAE Fulcrum to India and Europe."



The event's highlights included several panel discussions addressing the challenges and opportunities for SMEs in Europe,



sustainable practices, internationalization strategies, and innovation and R&D. A workshop on the ONDC platform provided insights into how MSMEs can leverage technology for market access and business scaling. A presentation by Invest India outlined support mechanisms for Indian MSMEs looking to expand their businesses.



A key highlight of the event was the award ceremony, “Outstanding Leaders of the Year 2024,” where leading entrepreneurs and organizations were recognized for their contributions to SME development and their respective industries. The notable awardees included:

1HH Sheikh Ahmed bin Faisal Al Qassimi – Visionary & Honorary Award for Leadership in Global Business and Human Growth and Economic Development 2023-2024.

2Amb Dunston Pereira, Group Chief Executive Officer – Global Business Leader Award for Excellence and top 100 most influential CEOs in the region for International relationships & Business Leadership in EUROPE- UAE -INDIA.

3Pranav Jyoti, Chief Investment Officer – Top 100 Most Influential Person Award for evolving ties between the US - Europe - Middle East and Asia, Distinguished Achievement award for Global Investments and Growth Partnerships.

4Gaurav Khullar, Emeritus of Khullar Group of Companies- Contributions to Indian Arts

5Arshiya Singh, Director Global Compensation, Boston Consulting Group – Outstanding Leadership in Human Resources and Total Reward.

6Dr. Prachiti Punde, Director, Proluxe Wellness & Studio Pvt Ltd – Global Excellence in Luxury Wellness & Innovation.

7Directors' Institute – World Council of Directors – World's Top Institute for Director and Executive Training.

8Amit Bidhuri, Founder of J and J Buildcon – Excellence in Construction & Real Estate.

9Mrs. Sudha Gupta, Founder and Chairperson, Mother's Pride and Presidium Group of Schools – Excellence in



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Education and Positive Parenting.

10Eduvoyage International Academy – Excellence in Alternative Holistic Education.

11Arshad Ali Syed, Director of Aiinhome Technologies Pvt Ltd – Pioneers in Data Engineering, Analytics and Application.

12Gurmeet Singh, Managing Director, Sandoz Restaurants Pvt Ltd – Outstanding Leader in Enriching the Legacy of North Indian Cuisine.

13Guruji Shrii Arnav, Mentor of Mentors, Gemstoneuniverse – Outstanding Leader 2024 and Outstanding 360 Degree Personality of The Year.

14Rajesh Singh, CEO of Varalika Medical Industries Pvt. Ltd. – Outstanding CEO in Health Care Industry.

15CA Pratish Goel, Founder of White Worth Consultants – Leaders in Tax Advisory Services in UAE.

16Dr. Shruti Gupta, Medical Director of SKINOS – Top Dermatology Clinic of the Year.

17Pankaj K Keshan and Ruchita P Keshan, Promoters of Enkidu Technologies Pvt. Ltd. – Excellence in IT & Edtech.

18Raja Sri Harsha Vuddagiri, CEO and Managing Director of ViSN LABS – Excellence in AI & Technology Innovation.

19Dr. Hritik Sharma – Excellence in Medical Services

The event witnessed the participation of over 200 attendees and was hailed as a grand success, showcasing the potential and achievements of SMEs globally. WASME's celebration of World SME Day 2024 not only honored outstanding leaders but also fostered a spirit of collaboration and innovation among SMEs worldwide.

Media Contact

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Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	ANI News	Broadcast Media	Business	IN,PAK,US	1453000 visit/month	View Release
	The Print	News Portal	Information	IN	1624470 visit/month	View Release
	Business Standard	News Portal	Business	IN,UK,US	7804000 visit/month	View Release
	Lokmat Times	News Portal	Information	IN	292436 visit/month	View Release
	Latestly	News Portal	Information	IN	1705740 visit/month	View Release
	Web India 123	News Portal	Information	IN	798560 visit/month	View Release
	Big News Network	News Portal	Information	IN,IR,US	149445 visit/month	View Release
	MSN	News Portal	Information	CA,JA,US	69050000 visit/month	View Release
	Jio News	News Aggregator	Information	IN	726082 visit/month	View Release
	Dailyhunt	News Aggregator	Business	IN	7000000 visit/month	View Release



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Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Google News	News Aggregator	Information	FRA,GER,IN,JA,US	54780000 visit/month	View Release
	South India News	News Portal	Business	IN,US	4080 visit/month	View Release
	Indian News Network	News Portal	Business	IN	34440 visit/month	View Release
	Haryana Today	News Portal	Business	IN,US	5970 visit/month	View Release
	Madhya Pradesh Chronicle	News Portal	Business	IN,US	5250 visit/month	View Release
	Maharashtra Samachar	News Portal	Business	IN,US	11340 visit/month	View Release
	Kashmir Breaking News	News Portal	Business	IN,US	4230 visit/month	View Release
	Indian Economic Observer	News Portal	Business	IN,US	35250 visit/month	View Release
	Telangana Journal	News Portal	Business	IN,US	2000 visit/month	View Release
	Gujarat Varta	News Portal	Business	IN,US	4140 visit/month	View Release



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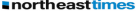





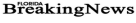


Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Andhra Pradesh Mirror	News Portal	Business	IN,US	18000 visit/month	View Release
	West Bengal Khabar	News Portal	Information	IN,US	3270 visit/month	View Release
	Delhi Live News	News Portal	Business	IN,US	16350 visit/month	View Release
	Vanakkam Tamil Nadu	News Portal	Business	IN,US	3120 visit/month	View Release
	Gjuarat Samachar	News Portal	Business	IN,US	17130 visit/month	View Release
	Karnataka Live	News Portal	Information	IN,US	2790 visit/month	View Release
	Rajasthan Ki Khabar	News Portal	Business	IN,US	23460 visit/month	View Release
	Up Today	News Portal	Information	IN,US	21870 visit/month	View Release
	Himachal Patrika	News Portal	Information	IN,US	2000 visit/month	View Release
	Chhattisgarh Today	News Portal	Business	IN,US	2760 visit/month	View Release



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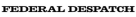



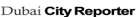


Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Punjab Live	News Portal	Information	IN	4470 visit/month	View Release
	Kashmir News Line	News Portal	Business	IN,US	12030 visit/month	View Release
	Bihar 24x7	News Portal	Information	IN,US	5250 visit/month	View Release
	North East Times	News Portal	Information	IN,US	2730 visit/month	View Release
	Bihar Times	News Portal	Business	IN	29460 visit/month	View Release
	Odisha Post	News Portal	Information	IN,US	28530 visit/month	View Release
	Sri Lanka Island News	News Portal	Information	IN,US	2000 visit/month	View Release
	British columbia times	News Portal	Business	IN	35400 visit/month	View Release
	US World Today	News Portal	Business	IN,US	8790 visit/month	View Release
	Florida Breaking News	News Portal	Information	IN,US	13740 visit/month	View Release



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Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Richmond Evening News	News Portal	Information	IN	4170 visit/month	View Release
	Mountain View Sentinel	News Portal	Business	IN	2070 visit/month	View Release
	Toronto Sun Times	News Portal	Information	IN	14400 visit/month	View Release
	France Network Times	News Portal	Information	IN,US	3990 visit/month	View Release
	England News Portal	News Portal	Information	IN,US	37380 visit/month	View Release
	Federal Despatch	News Portal	Information	IN,US	11970 visit/month	View Release
	Birmingham All News Network	News Portal	Business	IN	12210 visit/month	View Release
	Miami News Herald	News Portal	Information	IN,US	4650 visit/month	View Release
	White House News Time	News Portal	Information	IN,US	11250 visit/month	View Release
	Dubai City Reporter	News Portal	Business	IN	3690 visit/month	View Release



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	Washington DC Despatch	News Portal	Business	IN,US	4350 visit/month	View Release
	New York Despatch	News Portal	Information	IN,US	14280 visit/month	View Release
	Buffalo Despatch	News Portal	Information	IN,US	10800 visit/month	View Release
	East Coast American News	News Portal	Information	IN,US	4470 visit/month	View Release
	European Sun Times	News Portal	Business	IN	14400 visit/month	View Release
	Maldives Star Plus	News Portal	Business	IN,US	5700 visit/month	View Release
	Capitol Hill Reporter	News Portal	Business	IN,US	28680 visit/month	View Release
	East Asia All News Portal	News Portal	Information	IN,US	4650 visit/month	View Release
	London Channel News	News Portal	Business	IN,US	6270 visit/month	View Release
	British News Network	News Portal	Information	IN,US	5610 visit/month	View Release



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Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	World News Network	News Portal	Information	IN,US	17400 visit/month	View Release
	Prevalent India	News Portal	Business	IN	6090 visit/month	View Release
	lucknowdigital	News Portal	Business	IN	5880 visit/month	View Release
	rajasthan journal	News Portal	Business	IN	5730 visit/month	View Release
	maharashtra24x7	News Portal	Business	IN	5760 visit/month	View Release
	up-patrika	News Portal	Information	IN	6720 visit/month	View Release
	Madhya Pradesh Mirror	News Portal	Business	IN	4860 visit/month	View Release
	Khammaghani i Rajasthan	News Portal	Business	IN	5730 visit/month	View Release
	Kanpur Live	News Portal	Information	IN	2000 visit/month	View Release
	Live Jabalpur	News Portal	Business	IN,US	5910 visit/month	View Release



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	Allahabad Post	News Portal	Information	IN	6630 visit/month	View Release
	Rajasthan Mirror	News Portal	Business	IN	5760 visit/month	View Release
	North West News Times	News Portal	Business	IN	6720 visit/month	View Release
	MP Newslines	News Portal	Information	IN	4890 visit/month	View Release
	Delhi News Now	News Portal	Business	IN	5910 visit/month	View Release
	Delhi Morning Tribune	News Portal	Information	IN	5610 visit/month	View Release
	Evening Post	News Portal	Business	IN	4770 visit/month	View Release
	Bhopal Sun Times	News Portal	Information	IN	4770 visit/month	View Release
	MP Guardian	News Portal	Information	IN	7740 visit/month	View Release
	udaipurdispatch	News Portal	Information	IN	5730 visit/month	View Release



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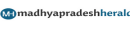




Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	jodhpurreporter	News Portal	Information	IN	7050 visit/month	View Release
	Nashik 24	News Portal	Information	IN,US	7050 visit/month	View Release
	BizzSight	News Portal	Information	IN,US	6150 visit/month	View Release
	National Insight	News Portal	Information	IN,US	7050 visit/month	View Release
	Pink City Now	News Portal	Information	IN,US	6900 visit/month	View Release
	Deccan Express	News Portal	Business	IN,US	7710 visit/month	View Release
	Marudhar Chronicle	News Portal	Business	IN,US	7050 visit/month	View Release
	Khabare Rajasthan	News Portal	Information	IN,US	7800 visit/month	View Release
	Your Bangalore	News Portal	Business	IN,US	13800 visit/month	View Release
	Hola Mumbai	News Portal	Business	IN,US	6120 visit/month	View Release



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	Prakhar Jagaran	News Portal	Information	IN,US	8040 visit/month	View Release
	Satta Express	News Portal	Business	IN,US	7050 visit/month	View Release
	Business Point	News Portal	Information	IN	5000 visit/month	View Release
	Nagpur News Today	News Portal	Business	IN,US	5580 visit/month	View Release
	Indore Pioneer	News Portal	Information	IN,US	4860 visit/month	View Release
	Gwalior Buzz	News Portal	Information	IN	2000 visit/month	View Release
	News Track Bhopal	News Portal	Information	IN,US	4650 visit/month	View Release
	Madhya Pradesh Herald	News Portal	Business	IN,US	4770 visit/month	View Release
	Shekhawati Samachar	News Portal	Business	IN,US	5580 visit/month	View Release
	Ncr-Chronicle	News Portal	Business	IN,US	7530 visit/month	View Release



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Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Rising Entrepreneurs	News Portal	Information	IN,US	5730 visit/month	View Release
	newsdaddy	News Portal	Information	IN	4770 visit/month	View Release
	Mint-Money	News Portal	Information	IN,US	7470 visit/month	View Release
	Rajasthan Express	News Portal	Information	IN,US	5730 visit/month	View Release
	The Capital News	News Portal	Business	IN,US	5610 visit/month	View Release
	The Deccan Messenger	News Portal	Information	IN,US	4770 visit/month	View Release
	The Indian Influencer	News Portal	Business	IN,US	4740 visit/month	View Release
	The Daily Metro	News Portal	Information	IN,US	6720 visit/month	View Release
	Central Herald	News Portal	Business	IN,US	8550 visit/month	View Release