

WTC Navi Mumbai Special Session on MSMEs Competitiveness

WTC Navi Mumbai in cooperation with IMC Chamber Navi Mumbai organized a Special Session on “How to Improve MSMEs Competitiveness and Partnering in Progress” on August 16, 2022, for the benefit of Members of the IMC Chamber Navi Mumbai. Mr. Bhaskar Dastidar CEO of Global Expo India and Associate of the WTC Navi Mumbai was the Guest Speaker at this Session.

Mr. Jayant Khadilkar Chairman of IMC Chamber Navi Mumbai Committee welcomed the participants and underlined importance of the session in present circumstances. He mentioned that the MSMEs should continuously update themselves and always look for new opportunities emerging from time to time.

Mr. Jayant Ghate Advisor WTC Navi Mumbai introduced the Guest Speaker and explained his close association with the WTC service activities such as trade education, trade promotion, events and so on. Mr. Ghate also touched upon the Session Theme MSMEs Competitiveness and explained how this theme was evolved in the past. He referred to Five Principles or Forces as expounded by Prof. Michael Porter of Harvard Business School nearly four decades back such as: Bargaining Power of Customers, Bargaining Power of Suppliers, Competitors, Threat of New Entrants and Threat of Substitute Products.

Mr. Bhaskar Dastidar spoke at length about How Exhibitions and other Events participation helps MSMEs to improve their competitiveness. He touched upon various aspects like New Opportunities, Joint Ventures and Technologies, International Trade and Investment that bring benefits to the MSMEs. He gave excellent guidance to the participants on how to derive benefits of participation and visits to the Expos and how to plan for effective results. He explained the attendees about how to dare to participate in the exhibitions and events.

He also invited IMC Chamber and its Members to participate in the Global Expo India exhibition at Goa during November 8 – 10, 2022. He added that this expo has received the support of Government of India, State Government of Goa, and many WTCs in the world besides many countries. Further there will be tourism and golf sport opportunity following the expo.