

ORGANIZED BY



tiffs 2021

TradeIndia Finance First Summit
Finance and Fintech for SME's

TradeIndia Finance First Summit - 2021

Easier Access To Finance & Credit For MSME's



Virtual



14-15 September 2021



10:00AM to 2:00PM



About the Event

Financing is sine qua non for every business. Large ones require it for expansion, small ones need it for survival. Majority of **SMEs** and **MSMEs** in India, approximately more than **80%**, are still in dire need of credit. Failure of institutional mechanisms to reach the last mile, along with the magnitude of the informal sector's size, is an obvious reason for this dismal situation. But this is only one side of the story. It is equally important for **SMEs** to be well acquainted with the basics, such as how to prepare, whom to approach, and knock on the right door for the right solution. This is where the upcoming **Finance First Summit - 2021**, to be **organised by TradeIndia** during **September 14-15, 10:00AM to 2:00PM**, is going to make a Big Difference. The event aims to bring some of the best minds from **Financial Institutions, Banks, NBFCs, Venture Capitalists, Angel Investors** and **Consulting firms** and **enlighten** you with their knowledge sharing sessions and provide solutions to help your business take a big leap towards success.



Eminent Speakers

Industry leading speakers and panelists from the FinTech, banking, financial services sectors

10

Industry Experts



Great Content

Topics covered during the day span most aspects of FinTech, including trends, payments, lending, insurance, etc.

10+

Content Rich Sessions



Meet & Acquire Registered Customers

Network with CxOs, MSMEs, SMEs, startups, decision makers, innovators, entrepreneurs, investors, venture capitalists

10000+

Registered SMEs



Recently, our team conducted an **e-mail survey campaign** among **5000 MSMEs** on the topic "**Barriers to Innovation in Indian MSMEs**".

81%

Need access to finance and investment solutions

63%

Technology, Knowledge and guidance



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*Topics For Discussion

- Challenges and opportunities for Indian SMEs in 2021
- Access to Finance and Credit For MSMEs
- Digital Ecosystems for MSMEs lending in India
- Risk and Cyber Security in Financial Services
- Credit Rating and Methodology For SMEs
- Insurance for SMEs & MSMEs
- Technological Solutions for Taxation and GST Compliance
- Digital Innovations & Marketplaces for MSMEs in India
- E-Commerce Application based on Cloud Computing in SMEs
- Access to Digital Marketplaces for MSMEs in India



What Is In The Bag For Sponsors?



Brand Visibility



Lead Generation



Networking Opportunity

- Broadcast your brand image among 10000+ MSMEs
- Generate genuine sales leads
- Networking opportunity
- Option of interacting with the panelists
- Presence on Social Media & e-mail campaigns of the Summit
- Featured Listing on Tradeshow Page of TradeIndia
- Option of appointing your Speaker for the event.
- Connect with Industry Leaders from Finance, Banks, Insurance & other industries.
- Data Analytics



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SMEs - What to expect from the event

- Key Insights, Learning & Knowledge Sharing Sessions
- Expert advice on all credit and finance related know-hows.
- Need based analysis of credit requirements by a business.
- Suggestions on credit application and processes.
- Guidance on SME credit rating
- Networking Opportunity



WHAT TO
EXPECT



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Speakers :

The **Small and Medium Enterprises (SME)** sector is a growth engine of the Indian economy, still it faces several challenges like inadequate and timely finance support. To address these challenges, **tradeindia** is organising a **virtual summit Finance First Summit - 2021** on **14th & 15th September** from **10 am to 2 pm**.

Some highlights of the summit are:

- Interact one-on-one with over 10,000 small business owners
- Share life stories to help SMEs overcome hurdles
- Let entrepreneurs prosper from your experience and knowledge acquired during your work
- Real time interaction of millions of SMEs with firms of banking & finance sector
- Two way communication opportunity with SMEs
- Pleasure to address such a huge crowd of entrepreneurs from several industries.



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Sponsorship Package/ Price

Benefits for Sponsors	Title Sponsorship	Co-Title Sponsorship	Brand Sponsorship	Premium Sponsorship
Pre Event				
Sponsors Logo with Link can be displayed on TradeIndia	✓	✓	✓	✓
Landing Page for Sponsor	✓	✓	✓	X
Featured Listing on TradeIndia Tradeshow Page	✓	✓	✓	✓
Banner Promotion on TradeIndia	✓	✓	X	X
Banner Promotion on TradeIndia Tradeshow Page	✓	✓	✓	✓
Advertorial on SME TIMES for Sponsor	✓	✓	X	X
E-mail Campaign for Sponsor	✓	✓	✓	✓
Banner Promotion on TradeIndia Exim Newsletter	✓	✓	✓	X
Press Release Update on SME TIMES (If Sponsor Provides)	✓	✓	✓	X
During Event				
Banner Promotion on TradeIndia Tradeshow Page	✓	✓	✓	✓
Sponsors Logo with Link can be displayed in Event	✓	✓	X	X
Featured Listing on TradeIndia Tradeshow Page	✓	✓	✓	✓
Press Release Update on SME TIMES (If Sponsor Provides)	✓	✓	✓	X
Network Facilitation on Live Event	✓	✓	✓	✓
Access to Connect SMEs / MSMEs on Live Event	✓	✓	✓	✓
Live Q&A Session with Sponsor	✓	✓	✓	✓
Post Event				
Share Qualified Leads to Sponsor	✓	✓	✓	✓
Access to Registered SMES for Event	50000	40000	30000	15000
Event Analytics	✓	✓	X	X
Available Sponsorships	1	2	3	5



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TradeIndia at a Glance



About TradeIndia

TradeIndia was started in **1996** to offer the Global Business Community a single platform to promote their products and services. Today, it provides a single platform to all the businesses (including **SME's & MSME's**) for the online promotion of their products and services. Its portal is an ideal forum for buyers and sellers from across the globe, who can interact with each other and conduct the business smoothly, securely and effectively.

Today, tradeindia has taken the initiative to reform the client servicing segment by becoming a **360° Digital Marketing Solution Provider** and an **E-Marketplace**. Not only it is assisting buyers and sellers to connect with each other, it is also providing support with **payment protection plans (TI Pay), Collateral Free Loans (TI Lending) and Logistics (TI Logistics)**. In fact, **tradeindia.com** is the first company in the market which is providing **E-Marketplace to SMEs** along with solutions like **Domain/ SSL/ Adword/ SMO/ FB Promotion**.

TradeIndia delivers comprehensive business solutions to the **Domestic and Global Business Community** through a wide array of online services, facilitation of trade promotional events. It is assisting **manufacturers, suppliers, wholesalers, exporters** and other business in growing their business with us. With every passing year, the company is growing on a titanic scale, under the vision and guidance of **Mr. Bikky Khosla, CEO**.

We are the only company providing complete package for **360° digital marketing solutions to SMEs**. In fact, we are the most efficient and effective media to market your company's products and services to a highly targeted audience of **buyers & sellers**. We also assist global buyers to locate **Indian suppliers, manufacturers and exporters**. We have witnessed rapid growth in terms of site traffic (pageviews, visitors, searches, registration, etc.)



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Get In Touch

For Sponsorship Queries

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