



Post-Event Report on

## **Reverse Buyer-Seller Meet**

*25<sup>th</sup> to 28<sup>th</sup> September 2024 at*

UP International Trade Show (UPITS) 2024

*India Expo Centre & Mart, Greater Noida, UP*



RAMP (Raising and Accelerating MSME Performance) is a World Bank-supported Central Sector Scheme launched by the Government of India. It is a strategic initiative aimed at enhancing the performance of Micro, Small, and Medium Enterprises (MSMEs) in India. The Programme provides comprehensive support to MSMEs, fosters their growth, and addresses challenges to ensure a robust and competitive business environment. Uttar Pradesh Small Industries Corporation Ltd. (UPSIC) is the nodal agency for implementing the RAMP Programme in the state.

**Enhancement of Exports in MSMEs** is one of the approved interventions under the RAMP Programme. As part of the same, **reverse buyer-seller meet was organized by Uttar Pradesh Small Industries Ltd. (UPSIC), in collaboration with the Federation of Indian Export Organisations (FIEO), at UP International Trade Show 2024 (UPITS2024),** at India Expo Centre & Mart, Greater Noida, from 25<sup>th</sup> to 28<sup>th</sup> September 2024. The objective of this reverse buyer-seller meeting was to augment the capacity of existing MSMEs to become exporters and thereby increase the share of exports from Uttar Pradesh.

### **About UP International Trade Show (UPITS)**

The UP International Trade Show (UPITS) is a unique example of transforming vision into a mission. The state is better recognised as the 'Growth Engine of New India' moving forward to achieve the goal of a trillion-dollar economy. With a special focus on boosting MSMEs, the UPITS has played a significant role in economic development and has brought global recognition to the state as the choicest place for business and trade.

The 2<sup>nd</sup> edition of UPITS 2024, held from 25<sup>th</sup> to 29<sup>th</sup> September 2024 at Greater Noida, was inaugurated by the Hon'ble Chief Minister Shri Yogi Adityanath on 25<sup>th</sup> September 2024 in the august presence of Hon'ble Vice-President of India, Shri Jagdeep Dhankhar and Shri Jitan Ram Manjhi, the Hon'ble Union Minister of MSME, GoI. This mega event registered a footfall of more than 5 lakh visitors. It offered a golden opportunity for all levels of enterprises in Uttar Pradesh to showcase, sell, and expand reach to wider customers in India and overseas.

### **Reverse Buyer-Seller Meet (25<sup>th</sup> to 28<sup>th</sup> September 2024)**

Under this intervention, the first **large-scale Reverse Buyer-Seller Meet (RBSM) was organised at the UPITS 2024 from 25<sup>th</sup> to 28<sup>th</sup> September 2024** and the same was inaugurated by **Shri Rakesh Sachan**, Hon'ble Minister of MSME, Khadi and Village Industries, Sericulture Industries, Textiles & Handlooms, GoUP, **Shri Nand Gopal Gupta "Nandi"**, Hon'ble Minister of Industrial Development, Export Promotion, NRI and Investment Promotion, GoUP. Post the inauguration many notable attendees of UPITS 2024 visited the RBSM premises.

Through the reverse buyer-seller meet, MSMEs gained valuable insights into the export opportunities in various sectors across the globe and the specific requirements of overseas buyers. During the meeting, matchmaking was done between the demands of the importers and the products/services rendered by the MSME exporters to realize business opportunities that mutually benefit both parties. At the meet, MSME exporters got an opportunity to venture into new international markets and diversify their business.



A total of **500 international buyers from more than 70 countries participated** in the reverse buyer-seller meet. These overseas buyers represented countries including the USA, United Kingdom, Spain, Japan, Vietnam, Kenya, Brazil, Australia, etc. More than **1500+ MSME exporters (sellers)** participated in the reverse buyer-seller meet showcasing their products /services at a global platform. These MSME exporters (sellers) had also set up their stalls at the UPITS exhibition. Dedicated one-on-one meetings were organized between the buyer and sellers facilitating **direct interaction with the buyers without any third-party interference** and a platform was offered to the sellers to showcase their sample products. To ensure a seamless experience, all the stalls were categorized, and buyers were provided with a detailed list in advance, making it easier for them to navigate and connect. The reverse buyer-seller meets were organized during the morning session from 11 AM to 1 PM and again in the evening from 3 PM to 5 PM.

During the meeting, sector-specific meetings were organized, and it was ensured that the sellers of specific products were interacting with buyers of respective sectors to navigate the potential collaboration and export opportunities. The sectors covered included Agriculture, Food Processing Handloom, Handicrafts & Textiles, Leather Industry, etc.

During the reverse buyer-seller meet, the **RAMP team** held the ground firmly, facilitating the one-to-one meetings, providing handholding support to the sellers in showcasing their products, connecting with relevant buyers, and other related assistance. The team also interacted with the international buyers, understanding their requirements, connecting with the relevant sellers, and other required support. The platform was leveraged to create **widespread outreach and awareness about the RAMP Programme**, its approved interventions, and the process of attaining benefits under the Programme. These MSME sellers were also educated about the **Champions Initiative** and an application form was filled by MSMEs intending to be a part of this initiative. IEC collaterals of RAMP and Champion Initiative were distributed amongst all the MSMEs for awareness purposes. Further, feedback from both the buyer and seller was captured about the reverse buyer-seller meet and understating the challenges that can be addressed during the next reverse buyer-seller.

With an objective to develop the institutional understanding of MSME exporters, a **Knowledge Session on 'Navigating the Global Marketplace' was held on 27<sup>th</sup> September 2024**, where the Hon'ble Ministers, senior officials from the Department of MSME and Export Promotion, GoUP, and industry experts shared insights on the potential, challenges and strategies for Indian exporters. During the session, the perspective on collaboration, value addition, market research and competition for the growth of MSMEs and subsequently the enhancement of exports was elaborated.

### **Day 1 – 25<sup>th</sup> September 2024: Reverse Buyer-Seller Meet Inauguration**

Day 1 of the reverse buyer-seller meet, commenced with the inauguration by Shri Rakesh Sachan, Hon'ble Minister of MSME, Khadi and Village Industries, Sericulture Industries, Textiles & Handlooms, UP, Shri Nand Gopal Gupta "Nandi", Hon'ble Minister of Industrial Development, Export Promotion, NRI and Investment Promotion, GoUP. Post the inauguration, the RBSM was opened for the buyers and sellers to interact independently exploring business opportunities.



*Hon'ble Ministers Shri Rakesh Sachan and Shri Nand Gopal Gupta "Nandi" inaugurating the RBSM*

**Day 2 – 26<sup>th</sup> September 2024: Reverse Buyer-Seller Meet**

During Day 2 of the reverse buyer-seller meet, Shri Alok Kumar, Principal Secretary, Department of MSME & Export Promotion, GoUP visited the venue and interacted with the buyers & sellers and shared his valuable insights to realize the outcome of the meet.



*A glimpse of the reverse buyer-seller meet at UPITS 2024, depicting the one-to-one meeting between international buyers and sellers with sellers showcasing their sample products*



*Shri Alok Kumar (IAS), Principal Secretary, Dept. of MSME & Export Promotion, GoUP at RBSM premise*



### Day 3 – 27<sup>th</sup> September 2024: Knowledge Session on ‘Navigating the Global Marketplace’

On Day 3, a Knowledge Session on ‘Navigating the Global Marketplace’ was organised for the MSME units and exporters to enhance their domain knowledge and understanding on the export operations. The notable attendees for the session included **Shri Rakesh Sachan**, Hon’ble Minister of MSME, Khadi and Village Industries, Sericulture Industries, Textiles & Handlooms, GoUP, **Shri Nand Gopal Gupta "Nandi"**, Hon’ble Minister of Industrial Development, Export Promotion, NRI and Investment Promotion, GoUP. Senior officials from the Government of Uttar Pradesh, **Shri Alok Kumar (IAS)**, Principal Secretary, **Shri Pranjal Yadav (IAS)**, Secretary, **Shri Raj Kamal Yadav (IAS)**, Managing Director of UPSIC Ltd., and experts **Dr Ajay Sahni**, DG & CEO, FIEO, **Shri Ajay Srivastava**, Ex joint DGFT & Founder, Global Trade Research Initiative, **Shri Vivek Agarwal**, Partner & National lead, KPMG, and **Shri Amit Kumar**, Deputy General Manager, ECGC Ltd.



*The dignitaries on the Dais: from Left to Right: Shri Vivek Agarwal, KPMG, Shri Amit Kumar, ECGC, Shri Pranjal Yadav (IAS), Shri Alok Kumar (IAS), Dept. of MSME & EP, Hon’ble Minister Shri Nand Gopal Gupta ('Nandi'), Hon’ble Minister Shri Rakesh Sachan, Shri Ajay Sahni, FIEO, Shri Raj Kamal Yadav (IAS), UPSIC, and Shri Ajay Srivastava, GTRI*

In the session, Hon’ble Ministers, senior government officials and industry experts shared insights on the potential, challenges, and strategies for Indian exporters.

Shri Rakesh Sachan, Hon’ble Minister shared that the government is working at the war scale to establish manufacturing units and promote exports to achieve the Hon’ble CM’s vision of becoming a 1 trillion economy state. Shri Nand Gopal Gupta "Nandi", Hon’ble Minister reminded of the strengths of Uttar Pradesh. With its airports, railway tracks, road system, resources, and manpower, UP has the potential to reform, perform & transform.



*Shri Rakesh Sachan, Hon'ble Minister of MSME, Khadi and Village Industries, Sericulture Industries, Textiles & Handlooms, UP*



*Shri Nand Gopal Gupta "Nandi", Hon'ble Minister of Industrial Development, Export Promotion, NRI & Investment Promotion, UP*

Shri Alok Kumar (IAS), PS, Dept of MSME & EP, GoUP enlightened the participants with his keen insight on the importance of exports in the development of the nation. He also mentioned that the MSME units should benefit from the RAMP & Champions schemes to accelerate their growth.

Dr. Ajay Sahni, DG & CEO, FIEO discussed the need for aggressive branding of the country by the government, and of the products by industry associations. Highlighting the challenges in export, Shri Ajay Srivastava, Ex-joint DGFT & Founder, Global Trade Research Initiative elaborated on the increased shipping cost due to geopolitical reasons.

Shri Vivek Agarwal, Partner, KPMG, presented a 4-point strategy to boost UP's exports: collaboration & exporting in clusters, value addition in products, market analysis & then seeking government incentives, and competing to retain buyers. Shri Amit Kumar, Deputy General Manager, ECGC Ltd. discussed the key measures taken by ECGC, like domestic credit insurance & free shipment cover for exports to further support the Indian Exporters.



*Dignitaries presenting their outlook: Clockwise: Shri Alok Kumar (IAS), Shri Vivek Agarwal, KPMG, Shri Amit Kumar, ECGC & Shri Ajay Srivastava, GTRI*



The session came to the culmination with the 'Vote of Thanks' delivered by Shri Raj Kamal Yadav (IAS), Managing Director of U.P. Small Industries Corporation Ltd.



*Shri Raj Kamal Yadav (IAS) presenting the Vote of Thanks*



*Shri Ajay Sahni, FIEO felicitating Hon'ble Ministers & PS, Dept. of MSME & EP*

### **Day 4 – 28<sup>th</sup> September 2024: Reverse Buyer-Seller Meet**

During Day 4 of the reverse buyer-seller meet, Shri Raj Kamal Yadav (IAS), MD, UPSIC Ltd. visited the premises. He interacted with the buyers & sellers on the closing day and shared his thoughts for the subsequent meets.



*Final Day at Reverse Buyer-Seller Meet*

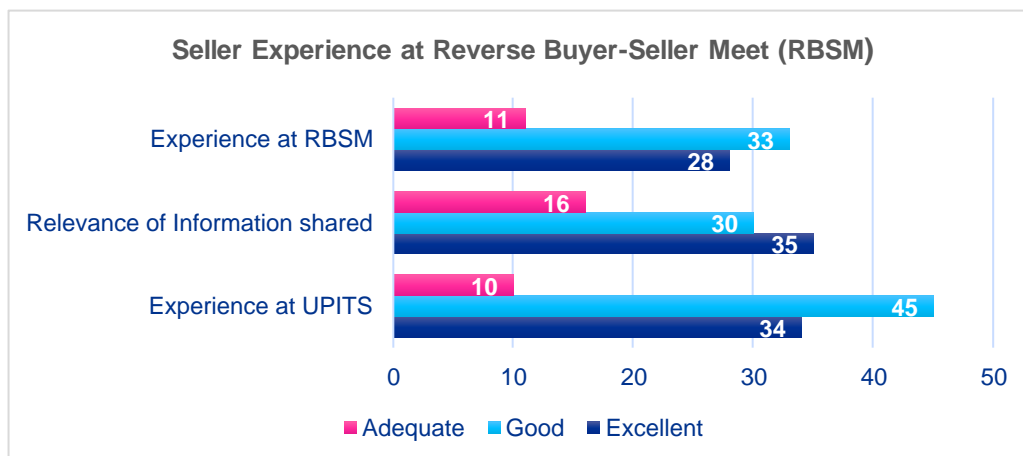
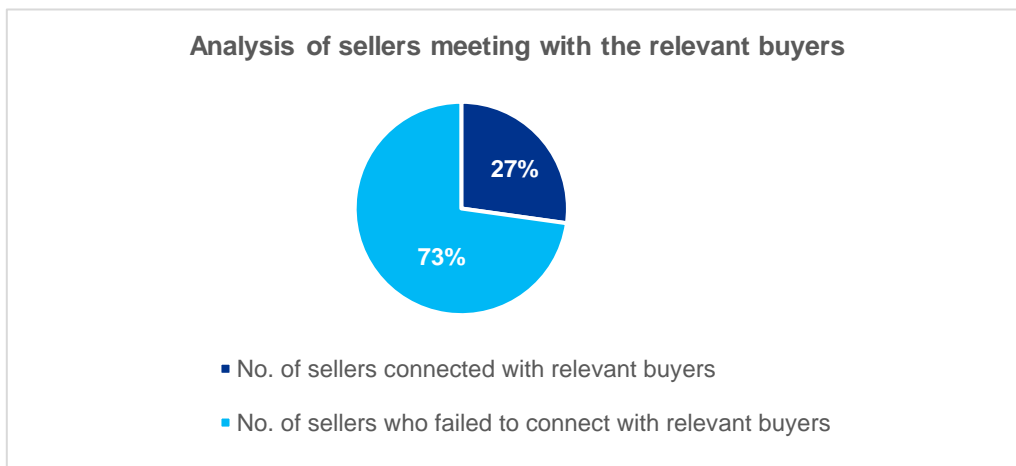
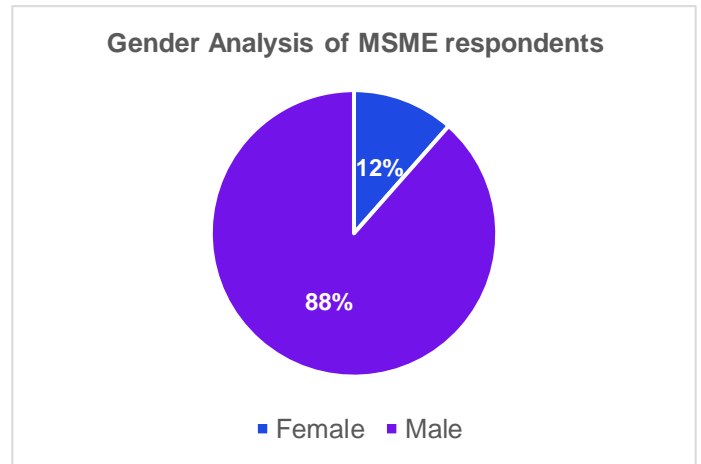
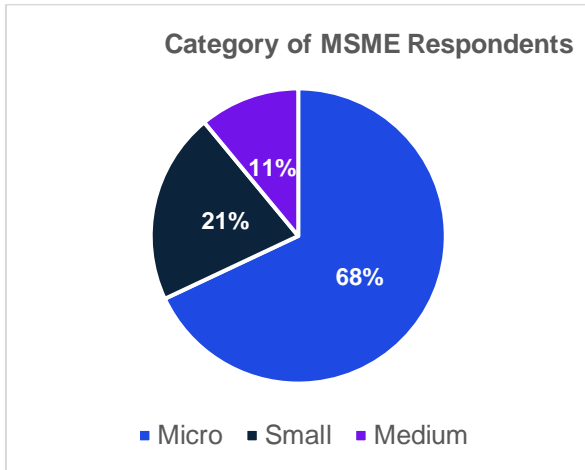


*Shri Raj Kamal Yadav (IAS), MD, UPSIC Ltd. with the organizing teams UPSIC Ltd. & FIEO*



### Analysis of the Feedback

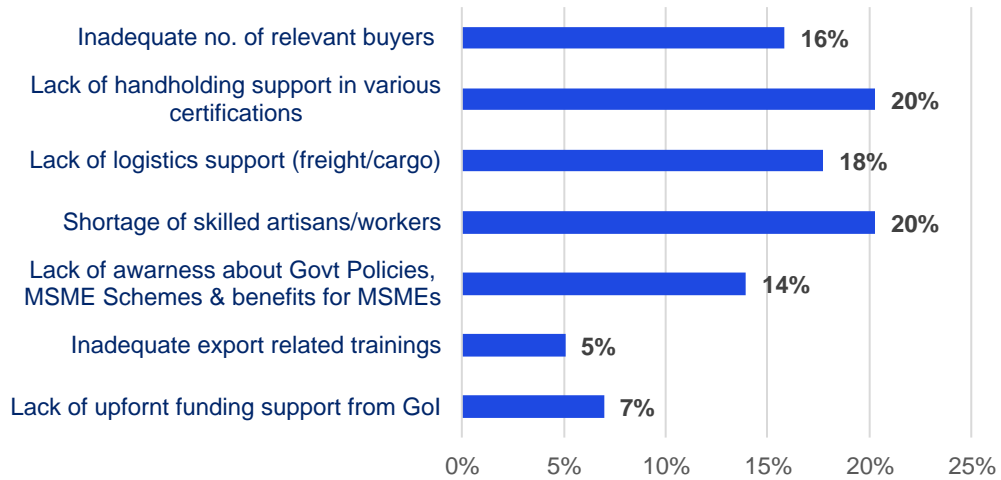
The feedback from 150+ exporters was collected and analysed as presented below:



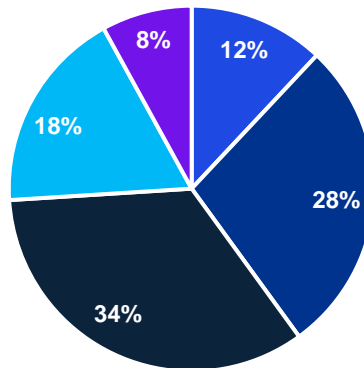




### Challenges captured by the participating MSME units



### Suggestions captured by the participating MSME units



- Reverse buyer-seller meet should be organised more frequently
- Representation of overseas buyers should be from different countries
- International buyers should be invited from diverse sectors
- Footfall of no. of buyers to be increased
- The one-to-one meetings between buyer & seller should be timebound

