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"I never considered exporting, but thanks to the SMAK , I am now a manufacturer exporter."

Mr. Shailesh Shinde
(SMAK member)

Global Event Participation by MSME in Kolhapur

Problem Statement



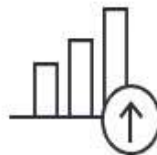
- ▶ Engineering enterprises in Kolhapur produce goods with export potential, hence it is necessary to market those goods internationally.
- ▶ Fees challenges were observed when the MSMEs got an opportunities to attend global trade fairs to promote their product.

Key Intervention



- ▶ An influential group in Western Maharashtra, Shirolu Manufacturers Association [SMAK] is situated in Kolhapur's Shirolu Industrial Estate and has a network of over 1000 business owners. SMAK was established to address the various business-related difficulties faced by entrepreneurs.
- ▶ To sell the products of Kolhapur's MSMEs to international markets, SMAK formed the SEPC (SMAK Export Promotion Committee), which consists of 19 MSMEs. Engineering Export Promotion Council provided support, while GM DIC Kolhapur provided guidance for the same.
- ▶ From October 24 to October 30, 2022, the Messe Munchen in Munich, Germany will host the "Bauma 2022" trade show, where the SMAK Export Promotion Committee will have the chance to exhibit.
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Impact



- ▶ A delegation of 19 members from the SMAK Export Promotion Committee attended the trade fair in Germany for the first time in Kolhapur's history.
- ▶ The SPEC encountered international customers of engineering products, and they sent product samples to Germany and New Zealand for approval and received an order of total Rs. 8 crore from both nations.
- ▶ Out of 19 members, 3 recently began exporting and become manufacturer exporters, while 16 members who were exporting in small quantities received new and significant orders.