

REPORT

Kerala Business - to - Business Meet 2016

Opportunities Face 2 Face for SMEs

February 4 - 6, 2016

CIAL Trade Fair & Exhibition Centre, Kochi, Kerala, India



KERALA BUSINESS TO BUSINESS MEET 2016

The Department of Industries & Commerce, Government of Kerala organised the Kerala Business to Business Meet 2015 at Galfar International Convention Centre, Hotel Le Meridien, Kochi from February 26 to 28, 2015. The Meet, spread over three days, focused on promoting the products of some of the key sectors of the State namely Food Processing (Food & Spices), Handlooms, Textiles & Garments, Rubber, Wood based Industries, Ayurveda & Herbal, Electrical & Electronics and Traditional Sector like Handicrafts, Bamboo etc. 150 Nos. Small Scale Industries from Kerala exhibited their products for the Kerala Business to Business Meet 2015 from the seven chosen Sectors of the Event.



In Kerala, SMEs have been provided special support by the Government due to its high employment and economic growth potential. This Sector contributes greatly towards domestic needs, export marketing and foreign exchange earnings by producing varieties of products ranging from traditional to high tech. Though the volume of production of SME Sector is very large, the quality of production, diversification of products, energy consumption and environmental effects has always been a concern.

The next edition of Kerala Business to Business Meet 2016 was organised at CIAL Trade Fair & Exhibition Centre, Nedumbassery, Ernakulam, Kerala from February 4 to 6, 2016 focusing on the SMEs of Kerala.

FOCUS SECTORS

The Meet, spread over three days, focused on promoting the products of some of the key sectors of the State namely:

1. Food Processing (Food & Spices)

2. Handlooms, Textiles & Garments
3. Rubber
4. Wood based Industries
5. Ayurveda & Herbal
6. Electrical & Electronics
7. Traditional Sector (Handicrafts, Bamboo, etc.)

The Manufacturers in the identified Sectors (Sellers) was short-listed and a profile of their manufacturing facilities, products, competencies etc. was presented to prospective Business Houses / Buyers / Trade Houses. The latter (Buyers) comprised representatives from Trade, Industry, Suppliers, Exporters and Bulk consumers both Nationally and Internationally. The Buyers which included representatives from Trade, Industry, Suppliers, Exporters and Bulk consumers was sourced and invited through Federation of Indian Chambers of Commerce & Industry (FICCI), the 'Trade & Industry Partner' for the Kerala Business to Business Meet 2016.

Trade representatives from various developed and developing Countries were also invited to participate in the presentations and subsequent one-to-one meetings. This enabled the manufacturers in the SME Sector in Kerala to get a firsthand knowledge of the market demands, emerging markets and requirements in terms of quality standards besides helping them to explore the possibility of sourcing advanced and better technologies from these countries.

The Kerala Business to Business Meet 2016 aimed at bringing together buyers across India and the globe, so that the buyers can interact directly with the Sellers from the SMEs of Kerala. The Meet provided a platform for the industrial enterprises to have in-depth interactions and one to one meetings with buyers, industrialists and trade associations from India and Abroad, thereby giving them an insight to International markets and the buyers' requirements.

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The registrations of the SMEs (Sellers) from the State were done through the respective District Industries Centres in each District. Only selected Sellers were allowed to register from each District. The Selection Committee chaired by Director (Industries & Commerce) shortlisted 200 Nos. SMEs as Exhibitors for the Kerala Business to Business Meet 2016 from the seven chosen Sectors of the Event.

There were registrations from all the 14 Districts of the State. The maximum number of registrations received was from Ernakulam (49 Nos.) followed by Thrissur (24 Nos.), Palakkad (17 Nos.), Malappuram (17 Nos.), Thiruvananthapuram (13 Nos.), Kozhikode (13 Nos.), Kannur (13

Nos.), Kottayam (12 Nos.), Pathanamthitta (10 Nos.), Alappuzha (9 Nos.), Kollam (7 Nos.), Kasargod (7 Nos.), Idukki (6 Nos.) and Wayanad (3 Nos.).

The maximum registration in the Sector was for Food & Agro Processing (80 Nos.) followed by Electrical & Electronics (27 Nos.), Handlooms & Textiles (24 Nos.), Wood based Industries (20 Nos.), Ayurveda & Herbal (18 Nos.), Traditional Sector (17 Nos.) and Rubber (14 Nos.).

The Sellers were allotted full fledged individual Air Conditioned Exhibition Stalls enabling them to display their products and also to interact individually to the visiting Buyer. The total stalls that were given to the Sellers were 200 Nos.

The Federation of Indian Chambers of Commerce & Industry (FICCI), the 'Trade & Industry Partner' for the Kerala Business to Business Meet 2016 was working closely with the Department in the visioning and implementation of the Event and in identifying and ensuring participation of genuine National / International Buyers for the Meet.

INAUGURATION

The Inaugural function of the Kerala Business to Business Meet 2016 was scheduled at 11.30 AM on February 4, 2016 at CIAL Trade Fair & Exhibition Centre, Nedumbassery, Ernakulam.



Dignitaries for the Inaugural function



Shri. V.K. Ibrahim Kunju, Hon. Minister (Public Works) inaugurated the Kerala Business to Business Meet 2016 on February 4, 2016 in a function presided over by Shri. Anwar Sadath, Member of Legislative Assembly.

The inaugural function commenced with a live curtain raiser programme performed by Kalamandalam. Shri. P.H. Kurian IAS, Principal Secretary (Industries & IT) delivered the introductory address and formally welcomed the dignitaries and the participants followed by a Report presentation on Kerala Business to Business Meet 2016 by Shri. M.G. George Muthoot, Chairman, FICCI Kerala State Council.

Shri. V K Ebrahim Kunju, Hon. Minister for Public Works during his inaugural address emphasised the need for more value-added products by the Manufacturers in Kerala if they want to compete in the global market. The Hon. Minister also said that SMEs in Kerala play a very crucial role in the overall economic development of the State and the Meet will provide the SMEs in Kerala for a greater exposure to businesses both Nationally and Internationally.

Shri. K. Babu, Hon. Minister (Fisheries, Ports & Excise) released the Buyer & Seller Directories and addressed the gathering. Shri. K.P. Ramachandran Nair, State President, KSSIA delivered the

Special Address and Shri. P.M. Francis IAS, Director (Industries & Commerce) proposed the vote of thanks.



Release of Seller Directory by Shri. K. Babu, Hon. Minister (Fisheries, Ports & Excise)

The Event had an exhibitor section in which 200 Nos. Exhibitors from Kerala had an opportunity to showcase their products in the seven chosen sectors. Shri. V.K. Ibrahim Kunju, Hon. Minister (Public Works) inaugurated the Seller Exhibition and visited the product display by the selected SMEs from Kerala along with Shri. K. Babu, Hon. Minister (Fisheries, Ports & Excise) and other dignitaries.



Exhibition Stalls at Kerala B2B Meet 2016

The Food and Agro Processing products showcased were Spices and its products, organic and health products, dairy and confectionary products, food products, etc. The Handloom & Textile products were furnishing materials, fashion wear, traditional and designer sarees, dhotis, knitted garments, cotton shirts, etc.



The Rubber products were automobile product parts, tubes, balloons toys, gloves, foam rubber products, conveyor belts, etc. The wood based products were wooden furniture, modular furniture, home furnishing products etc.



The Ayurveda and Herbal products were beauty care products, essential oils, herbal oils, beauty care products, cosmetics, etc. The Electrical & Electronics products were electrical control panels, analytical instruments, packing machines, conveyor system, lead acid battery, water management products, lighting products, etc.



The Handicraft products were coconut wood and shell based products, wood handicrafts, bell metal products, etc. The Bamboo Products were bamboo curtains, cane and bamboo furniture, mural paintings and bamboo interiors.

India Ceylon Economic (ICE) Dialogue in Kerala

Keeping in view of the long standing trade relation between Kerala and Sri Lanka and to give thrust to the growth of MSME Sector in Kerala, the India Ceylon Economic (ICE) Dialogue in Kerala was also organised concurrent to the Event on February 4, 2016 at CIAL Trade Fair & Exhibition Centre.



Shri. V. Rajagopal, Chief Executive Officer, Kerala Bureau of Industrial Promotion (K-BIP) welcomed the gathering followed by opening remarks on 'Industrial Scenario of Kerala' by Shri. P.M. Francis IAS, Director (Industries & Commerce), Government of Kerala. Shri. P.H. Kurian IAS, Principal Secretary (Industries & IT) delivered the Keynote address and Shri. Sarath Kahapalarchchi, President, FCCISL addressed the gathering.



The Panel discussions on 'Investments between Kerala & Sri Lanka' was chaired by Shri. Ajith D. Perera, Secretary General, FICCSL, Sri Lanka and were handled by Panel Members from Sri Lanka like Shri. Daya Shamendra Panditha, Chief Executive Officer Sieera Cables, Sri Lanka and Shri. K.S.M.Senavirathna, Marketing Manager, Lakruka Pvt. Ltd., Sri Lanka and Panel Members from Kerala like Dr. Sudeesh Kumar, Deputy Medical Superintendent & Course Director, Vaidyaratnam Ayurveda Foundation, Thrissur and Shri. Ramachandran Menon, Executive Director, KKR Group of Companies, Ernakulam.

Shri. Deepak L. Aswani, Co- Chairman, FICCI Kerala State Council delivered the concluding remarks and Shri. Savio Mathew, Head, FICCI Kerala State Council proposed the vote of thanks.

BUYERS REGISTRATIONS, PARTICIPATIONS & B2B MEETINGS - BRIEF STATUS

The Federation of Indian Chambers of Commerce & Industry (FICCI) was the 'Trade & Industry Partner' for the Kerala Business to Business Meet 2016 and FICCI was work closely with Kerala Bureau of Industrial Promotion (K-BIP) in the visioning and implementation of the Event and in ensuring National and International Buyers for the Kerala Business to Business Meet 2016.



Buyer Registration

Day	No. of Buyer Registrations
Day 1 - 04/02/2016	301
Day 2 - 05/02/2016	143
Day 3 - 06/02/2016	25
Total	469

The total number of online Buyer registrations was received from 522 Buyers and out of that 469 Buyers (392 National Buyers & 77 International Buyers) visited and participated in the Meet.



B2B Meetings & Enquiries generated



The business interactions during the three days of the Meet were found extremely successful. As per the feedback received from the participants, 7200 Business Meetings were held between Buyers and Sellers and 3531 Business Enquiries were generated with 253 confirmed deals.

Day	No. of B2B Meetings	Total No. of Enquiries	Confirmed Deals
Day 1 - 04/02/2016	2000	3531	253
Day 2 - 05/02/2016	4200		
Day 3 - 06/02/2016	1000		
Total	7200	3531	253

The total enquires generated worth Rs.300 Crores (approx.) during the three days of the Event and large number of export orders is likely to materialize in the coming months to Sellers who participated in the Kerala Business to Business Meet 2016.

CULTURAL EVENING

To make aware among the Buyers that Kerala is also home to a number of dance forms, Mohiniyattam, Kuchupudi, etc. were demonstrated through Kerala Kalamandalam concurrent to the Meet. The Cultural Evening was organised on February 4, 2016 followed by Dinner.



CONCLUSION

The Kerala Business to Business Meet 2016 was able to create a proper marketing avenue for the traditional SME Sector as well as the other Sectors for an interaction with the renowned names at the National and Global level, face to face, so that they were able to develop a sustainable business relationship. This also avoided the intermediaries between the Manufacturers and the Buyers thereby reducing the effective cost of the product.

The Department of Industries & Commerce and other related organisations along with the 'Trade & Industry Partner' Federation of Indian Chambers of Commerce & Industry (FICCI) had worked in tandem which made the Event a grand success. The efforts put in by the team of organisers succeeded very well which is evident from the various media reports and the participation from both the Buyer as well as the Seller side.

The Kerala Business to Business Meet 2016 was organised by Department of Industries & Commerce, Government of Kerala in association with Directorate of Industries & Commerce, Directorate of Handlooms & Textiles, Kerala State Industrial Development Corporation (KSIDC) and Kerala Industrial Infrastructure Development Corporation (KINFRA). The Federation of Indian Chambers of Commerce & Industry (FICCI) was the 'Trade & Industry Partner' for the Kerala Business to Business Meet 2016.

Kerala Bureau of Industrial Promotion (K-BIP) was the Nodal Agency on behalf of the Department of Industries & Commerce, Government of Kerala for the successful conduct of the Meet.

The Meet was supported by organisations like Kerala State Cashew Workers Apex Industrial Co-Op Society Ltd. (CAPEX) and SCMS School of Technology & Management, Cochin.

The three day Kerala Business to Business Meet 2016 focusing the seven key sectors in the SMEs of Kerala was able to showcase our State as a strong manufacturing State irrespective of the perception that it is a Consumer State.

The Kerala Business to Business Meet 2016 highlighted the industrial agility and knowledge based skills of Kerala to the rest of India and the International trading community. The Kerala Business to Business Meet 2016 was a part of Government of Kerala's effort to promote the State's SMEs in the global markets and help the Manufacturing Sector to access larger markets. There is no disputing fact that SMEs in the State has contributed in large measure towards the economic development and growth of the State.

Kerala Business to Business Meet 2016 succeeded in creating a platform for the SMEs in our State to have in-depth interaction and one to one meetings with the Business Houses / Buyers / Trade Associates / Trade Representatives from all over the Country and abroad. By the time the Meet concluded, many of the participated Sellers were able to bag orders from National and International Buyers and many more had promising trade enquiries.