

 **Global
Exhibition
on Services**

The India Opportunity

26 - 28 November 2019
Palace Grounds, Bengaluru, Karnataka

**STARTUP
& SME
WORLD
EXPO**



GLOBAL EXHIBITION ON SERVICES

Human Crayon Management Services Pvt. Ltd. is partnering with Confederation of Indian Industry (CII) in Global Exhibition on Services for Ecommerce, Retail, SME's & Startup's to create the largest B2B Services event in the country.

After the success of the last four editions Department of Commerce, Government of India, SEPC, CII & Human Crayon is organizing the 5th edition from November 26-28, 2019 at Palace Grounds, Bengaluru, Karnataka. It is an annual event which seeks to enhance strategic cooperation and develop synergies to strengthen multilateral relationships between all stakeholders, tap the potential for services export and increase FDI flow.

KEY STAKEHOLDERS

- Decision Makers
- Senior representatives of Central & State Governments
- Officials from PSUs
- Leaders from Global Private Industries
- Buyers and Sellers delegations from India and Overseas

KEY OBJECTIVES

An annual flagship global initiative for

- Increasing trade in Services
- Enhancing Strategic Cooperation
- Strengthening relationships among stakeholders

GES 2019 KEY HIGHLIGHTS

01

3days event focused on increasing trade & services

02

Showcasing of 24 Focused & champion sector

03

Over 500 participants from 100 countries

04

Studio Talks

05

States participation/ Theme Pavilion

06

Huge participation of overseas delegates

07

Participation by Start-ups and young entrepreneurs

08

Release of Report on Services Sectors

09

Avenues for partnerships through B2B, B2G, G2G meetings

10

Knowledge Session on Focused & champions service sector

11

Global thought leaders from Industry /Govt./ Trade Delegation & Association

12

Food Festivals, Cultural Evenings, Networking Dinners

STARTUP & SME WORLD EXPO 2019

The services sector is not only the dominant sector in India's GDP, but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment. India's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction.

Indian Start-up's & SMEs has been the growth engine of Indian economy. They have been rapidly re-innovating to enhance competitiveness in the dynamic global and domestic business environment. India is gradually moving towards the startup ecosystem. Therefore, in order to

boost entrepreneurship, Government has created an entire ministry dedicated to helping new businesses.

The services list of Startup & MSME sector varies by industry and provides deep specialization in areas of expertise. Following are few categories:

- Finance and investment advisory
- Accounting and Tax related services
- Company secretarial services
- Legal and Governance
- Intellectual property management services
- Process and Compliance services
- Marketing and Sales services
- Digital marketing services
- Market Research and Analytics

- Human resources – recruitment, management and engagement of labour
- Start-up incubator & co-working services
- Industry consulting and advisory services
- Plug and play services – logistics, warehousing
- Investment Firms and Vcs



WHY ATTEND GES 2019?

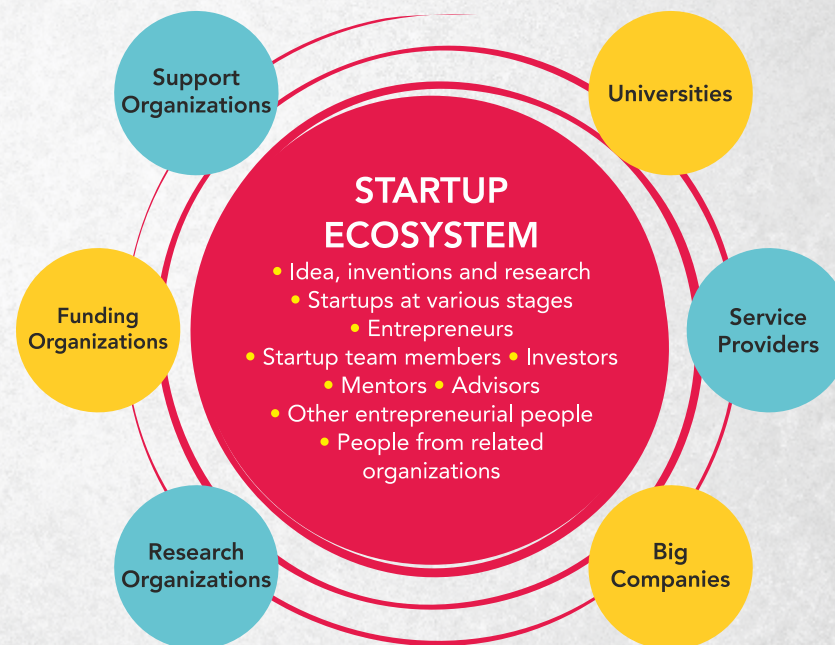
- Meet up with Domestic & Overseas Buyers & Sellers
- Cutting Edge ideas, Discussion, B2B, B2G, G2G
- Engage in Business & Trade Alliances / Partnerships
- Excellent global Platform
- On spot leads generation
- Marketing & Promotion
- Networking & Knowledge Sharing

GOVERNMENT INITIATIVES

The Government of India has taken various initiatives to strengthen and support the start-up and SME services industry in India.

- ASPIRE (A Scheme for Promoting Innovation & Rural Entrepreneurship)
- MUDRA (Micro Units Development Refinance Agency) Bank
- Ministry Of Skill Development and Entrepreneurship
- Atal Innovation Mission
- eBiz Portal
- Start-up India Initiative

The Size and Maturity of the Startup ecosystem is where a startup is launched and grows to have an effect on the volume & success of the startups.



EXHIBITOR PROFILE

The Start-up & SME sector during **Global Exhibition on Services 2019** will showcase MSMEs & Start-up's ecosystem from the following sectors.

- Banking and Financial Services
- Retail
- E -Commerce
- IT and ITeS
- Energy Services
- Telecommunication
- Business and Management Consulting
- Logistics and Transportation
- Healthcare and Wellness
- Tourism and Hospitality
- Infrastructure, Construction and Engineering Services
- Educational Services
- Services related to Traditional Industry
- Auto & Auto Components
- Environmental and Architectural Services
- Professional services – Accounting & Legal etc

VISITOR PROFILE

- Investors & Venture Capitalist, Angel investors
- CXO's of Ecommerce /Modern retails Organisation
- Senior officials of Central and State Government
- Foreign missions of various countries
- Independent Retailers, Merchants & Service Providers
- Online Marketing companies
- Ecommerce IT professionals
- Direct Marketing professionals
- Key Decision makers in the SME sector
- Digital marketing professionals
- Customer relations managers
- Logistics Managers
- Supply Chain Managers
- Retail Banks and Financial Institutions
- FMCG
- Pure-play web merchants
- Travel, Hospitality & Entertainment
- Transport Operators
- Advertising, Digital and Media Agencies

SPACE RENTALS*

Type of Space	Rates (INR)	USD
Built Up Space (Min. 9 Sqms)	6,400.00	190
Indoor Raw Space (Min. 36 Sqms)	4,800.00	156

**RESERVE YOUR
BOOTH SPACE TODAY FOR
START-UP & SME/GES 2019**

ELECTRICITY CHARGES

Details	Rates (INR)	USD
Indoor Raw Space	4,000 per KW	60 per KW

*Taxes will be charged extra.

Confederation of Indian Industry

For Further Information & Participation, Please Contact

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