

Goan MSMEs get a glimpse of the facilities offered by WTC Goa for enhancing Exports from the State.

The Micro, Small, and Medium Industries Development and Facilitation Office (MSME DFO), Goa, under the Government of India, operates from Margao and plays a crucial role in promoting and supporting MSMEs across the state. Through initiatives such as Seminars, Workshops, Vendor Development Programs (VDP), and Entrepreneurial Development Programs, the MSME DFO fosters growth and innovation within the sector.

The Vendor Development Program (VDP) is specifically designed to connect Goan MSMEs with various Public Sector Units (PSUs) operating in the state and to raise awareness about local procurement policies. As part of its efforts, the MSME DFO organized a two-day VDP on December 18-19, 2024 in Margao, inviting the World Trade Center (WTC) Goa to present on the role of WTC in facilitating and promoting exports from Goa.

Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa, delivered a presentation, beginning with a warm greeting to delegates in honor of Goa Liberation Day. Mr. Desouza emphasized WTC Goa's mission to expand trade and its vision to help Goan businesses reach global markets using the World Trade Centers Association (WTCA) network, which comprises nearly 330 WTCs in almost 100 countries.

Highlighting Goa's export potential, Mr. Desouza identified key sectors such as pharmaceuticals, marine products, information technology, ship design, shipbuilding, ship repair, tourism, light engineering services, and consultancy. He detailed WTC Goa's offerings, including export counseling, assistance with Import-Export Code (IEC) applications, issuance of WTCA cards for global services access, and opportunities for networking through management development programs, workshops, seminars, and online webinars with global WTCs.

Mr. Desouza also emphasized the importance of flagship events like the Global Economic Summit (GES) and the World Trade Expo (WTE) hosted by WTC Mumbai, which provide Goan enterprises with valuable opportunities to connect with international dignitaries and delegates. Additionally, he explained the role of the WTCA Reciprocity Desk and its global reach, as well as the inquiries received from various WTCs worldwide.

The VDP witnessed enthusiastic participation from a large number of Goan MSME representatives, who engaged keenly with the presentations made by MSME DFO and PSUs such as Konkan Railway, Oil and Natural Gas Commission (ONGC), and National Thermal Power Corporation (NTPC).

Attendees also benefited from detailed presentations on key topics, including the onboarding process for the Government e-Marketplace (GeM) portal, which enables MSMEs to sell to PSUs nationwide. Another highlight was the TReDS platform, which facilitates digital financial assistance for MSMEs at competitive rates without collateral, based on invoices or bills for supplies to large corporations. This system significantly enhances liquidity and cash flow management for MSMEs.

The two-day VDP provided a comprehensive platform for Goan MSMEs to gain insights, explore opportunities, and establish connections, reinforcing the state's commitment to fostering a thriving entrepreneurial ecosystem.

The presentation was made on December 19, 2024 at the VDP organized by MSME DFO at Margao Goa



In Photo: Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa addressing the audience