

**DATE: 15 December 2025**

**Webinar discusses way forward for MSME Funding and use of AI**

World Trade Center Goa, in association with SAM'SPACE, successfully organized a webinar aimed at enhancing awareness among MSMEs on funding opportunities and the transformative role of Artificial Intelligence (AI) in business growth, with specific relevance to enterprises in Goa. Key areas of discussion included: Growth strategies for MSMEs, Venture Capital and Private Equity funding, The webinar featured Mr. Samir Sathe, Founder & CEO, SAM'SPACE, and Mr. Cyril Desouza, Regional Director – Trade Promotion, WTC Goa, representing their respective organizations. The session focused on demystifying the evolving funding landscape for MSMEs and exploring how AI-driven solutions can significantly improve competitiveness, efficiency, and scalability.

Private Credit options, Practical AI execution and adoption for MSMEs. The deliberations highlighted the strong synergy between WTC Goa and SAM'SPACE in jointly addressing the needs of MSMEs through curated knowledge sharing platforms, targeted business meetings, and structured programs.

Following in-depth discussions, both organizations expressed a clear intent to collaborate on jointly designed programs and events that would focus on funding readiness, strategic growth planning, and AI enablement for MSMEs in Goa. It was mutually agreed that a more structured and actionable work plan would be developed to effectively execute these initiatives. As a next step, a decision was taken to convene a face-to face meeting at WTC Goa during the first or second week of January 2026, coinciding with Mr. Samir Sathe's scheduled visit to Goa, to finalize the joint strategy and roadmap for implementation.

The webinar marked an important step towards fostering innovation-led growth and strengthening the MSME ecosystem in Goa through strategic partnerships.

The webinar was held at WTC Goa on December 15, 2025