



GET YOUR ENTERPRISE READY FOR GOING INTERNATIONAL

Introducing an Industry Driven Programme for SMEs

Business Readiness for Internationalisation

Business Readiness for Internationalisation: An Industry-Driven Programme is curated for hand-picked aspirational SMEs to provide a comprehensive blend of operational excellence and market entry strategy for Europe and other markets. It shares global expertise and best practices for venturing into international markets for SMEs to understand what overseas businesses expect from Indian SMEs. The programme sheds light on the latest strategies for successful international collaborations.

Global players when seeking partners in foreign markets, especially European markets, look for consistency and certifications on the quality, transparency, ethical conduct, technology aptness and adequate compliance with the local laws. This programme consolidates all this into a short and concise 3-month virtual programme for Indian SMEs.

All the above can be achieved by adopting systematic and quality motivated approach. The programme provides handholding support in building customer centric quality, management of technology as a process, market access strategies, facility management, risk management, awareness about relevant Intellectual property framework, financing options in internationalisation and sustainability of operations.

Program Features

- Explore Global Opportunities
- Global Best Practices
- Create Identity in Global Market
- International Case Study
- Virtual Meeting with Industry Expert
- International Scope & Sectoral Opportunities

Who is this Programme for?

The programme is curated for senior leadership & management who are decision makers for SMEs. It is relevant for aspiring SMEs who want to strategically grow their organisation to become ready for international markets.

Priority Sectors



Automotive and
Automotive Parts



Drugs and
Pharmaceuticals



Agricultural and
Food Processing



Electronics and
Subassemblies



Aerospace
and Defense



Market Entry Strategy



Operational Excellence



Protection



Risk Management



Course Coverage Brief

Module 1

Strategic Quality Leadership

Module 2

Health, Safety Environment,
Risk & Sustainability

Module 3

Market Entry

Module 4

Process Audits and Quality
Management Systems

Module 5

Strategic Technology &
Innovation Management

Module 6

European Companies'
Expectations of Indian
Suppliers

Module 7

Intellectual Property

Module 8

Playbook for Operational
Excellence & Industry
best Practices

Module 9

Governance, Ethics and Cross -
Cultural Competencies

Module 10

The EU's new Supply
Chain Law

Module 11

Supply Chain, &
Maintenance Well- Being

Module 12

Protecting Intellectual
Property

Module 13

Benchmarking &
Digital Solutions

Module 14

Finance

3 Months | 14 Modules | 17 Sessions

Programme Details: Eligibility

1. Registered SME in India in existence and profit making for at least 3 years 2. Turnover above INR 10 crores
Priority shall be given to SMEs from the identified sectors

Selection & Fees

The selection committee shall scrutinise all the applications and invite the highest scoring applicants for taking admission in the particular cohort. **Cohort Duration:** 3 Months **Class Timings:** Two classes of 1.5 hours every week.

Programme Fees : **INR 99,000/- + GST**
(payable on receipt of Selection & Admission Notice)



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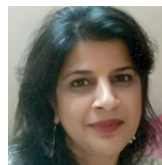
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Apply Now on www.indiasmeforum.org/preinternationalisation/

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