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**INDIA-ETHIOPIA**

# **SME BUSINESS FORUM & EXPO**

**15-17 April 2025  
PHD House, New Delhi**

## **INTRODUCTION**

The intersection of African resurgence and India's growing economy and global profile has opened up new avenues for deepening the multi-faceted development partnership between the two emerging growth poles of the world. Increasingly, there is an alignment of India's growth agenda and Africa's Vision 2063, which is set to unleash new possibilities of partnering in key areas which are central to unfolding African resurgence, including education, health, capacity building and sustainable development. Against this backdrop, India would have to consider consolidation of its development engagement with the African continent focusing on the five elements (i) trade and investment; (ii) technology; (iii) capacity building; (iv) lines of credits; and (v) concessional finance.

India and Ethiopia have a robust trade relationship, with India being Ethiopia's second largest trading partner, with significant potential for further growth, especially for small and medium enterprises (SMEs) across sectors like agriculture, textiles, pharmaceuticals, and engineering, due to Ethiopia's fast-growing economy and abundant resources; key Indian exports to Ethiopia include raw sugar, rice, and packaged medicines, while Ethiopia primarily exports pulses, soybeans, and flax yarn to India. India and Ethiopia have been actively fostering collaborations in the Small and Medium Enterprises (SME) sector through various initiatives and meetings. Small and Medium Enterprises (SMEs) play a pivotal role in the economic development of both India and Ethiopia, serving as significant contributors to employment, innovation, and GDP growth.

## OBJECTIVES

Recognizing the potential for mutual collaboration, PHD Chamber of Commerce and Industry (PHDCCI) proposes to organise the India-Ethiopia SME Business Forum & Expo from 14-16 April 2025 in New Delhi with the aim to create a platform that fosters business partnerships, knowledge exchange, and sustainable economic growth between the two nations.

- **Promote Bilateral Trade:** Facilitate networking opportunities between Indian and Ethiopian SMEs to enhance trade relations and explore new markets.
- **Knowledge Exchange:** Share best practices, technological innovations, and business strategies to improve competitiveness and productivity.
- **Capacity Building:** Provide training sessions and workshops to empower SMEs with the skills and knowledge necessary for sustainable growth.
- **Investment Opportunities:** Highlight potential investment avenues in both countries, encouraging joint ventures and collaborations.



## BACKGROUND

India and Ethiopia have a history of strong bilateral relations, with trade and investment being key components. Ethiopia's Growth and Transformation Plan emphasizes the importance of industrialization and SME development, aligning with India's expertise in these areas.

## KEY COMPONENTS

- **Exhibition:** Showcase products and services from Indian and Ethiopian SMEs across various sectors, including manufacturing, agriculture, technology, and services.
- **B2B Meetings:** Organize structured business-to-business meetings to facilitate direct interactions and negotiations.
- **Panel Discussions:** Engage industry experts and policymakers in discussions on SME policies, challenges, and opportunities in both countries.



## TARGET AUDIENCE

- **SME Owners and Entrepreneurs:** From sectors like manufacturing, agriculture, technology, and services.
- **Investors and Financial Institutions:** Seeking opportunities in the SME sector.
- **Government Officials and Policymakers:** Involved in trade, industry, and SME development.
- **Business Associations and Chambers of Commerce:** From both countries.

## EXPECTED OUTCOMES

- **Enhanced Trade Relations:** Increased bilateral trade and new business partnerships.
- **Capacity Building:** Improved skills and knowledge among SME participants.
- **Investment Deals:** Identification of potential investment projects and joint ventures.
- **Policy Recommendations:** Insights for policymakers to create a more conducive environment for SMEs.

## EXHIBITION

### Stall Specifications

A 6 sqm (2x3 m) built-up Exhibition Space is available at INR 30,000 + GST

### Each of the Stall will include:

- 2 chairs
- 1 table
- 7 Octonorm Panels
- 1 wastebin
- 1 power socket

### Kindly Book Your Space

<https://www.phdcci.in/events/india-ethiopia-sme-business-forum-expo/>

## AGENDA

Date	Time	Program
Tue, 15th April 2025	10:30 AM – 11:30 AM 11:30 AM onwards 02:00 PM – 05:00 PM	Inaugural Session Exhibition Inauguration & B2B Meeting Exhibition & B2B Meetings
Wed, 16th April 2025	10:30 AM onwards 02:00 PM – 05:00 PM	Exhibition & B2B Meetings Exhibition & B2B Meetings
Thur, 17th April 2025	10:30 AM onwards 02:00 PM – 05:00 PM	Exhibition & B2B Meetings Exhibition & B2B Meetings

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