

**ANDHRA CHAMBER OF COMMERCE**



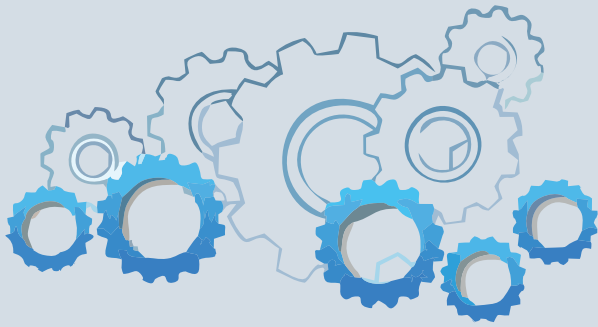
**FRIEDRICH NAUMANN  
FOUNDATION** For Freedom.

# Conference on “Empowering MSMEs to Embrace the future”

**Date** : 17th August 2022, Wednesday

**Time** : 9.30 a.m. to 5.30 p.m.

**Venue:** Hotel ITC Grand Chola, GST Road, Guindy, Chennai 32.



## **Conference on “Empowering MSMEs to Embrace the future”**

### **About Andhra Chamber of Commerce:**

Andhra Chamber of Commerce was established in the year 1928 for the service of trade and industry. The Chamber has been serving the business and industry members with its offices at Secunderabad, Visakhapatnam and Vijayawada. The Chamber has more than 1200 members and 35 industry/trade associations affiliated to it.

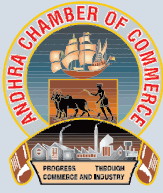
### **Friedrich Naumann Foundation for Freedom:**

The Foundation was established in Germany in 1958. It aims to promote the goal of making the principle of freedom valid for the dignity of all people and in all areas of society, both in Germany and abroad. The Friedrich Naumann Foundation for Freedom works in over 65 countries worldwide. In South Asia they have offices in India, Pakistan, Bangladesh and Sri Lanka. Additionally they work with partners in Nepal. They promote civic education, trainings and the exchange of ideas in the region in four focal areas. These are economic freedom, human rights, urban governance and digital transformation. In addition to the country projects, the Foundation supports regional programs.

### **About the Conference:**

According to the MSME ministry data, there are about 6.3 crore MSMEs in India which contribute about 29% to the country's GDP from their national and international trade. The pandemic affected the entire country's economy, and more so the MSME sector being the worst hit. MSME sector not only provides huge employment but also adds to regional balance by industrialisation generated in remote rural locations and backward areas. MSMEs have a great role to play in reviving the economy. It has the capacity and ability to bounce back the economy, for which MSMEs need Technology, Finance, HR, Branding & Marketing resources.

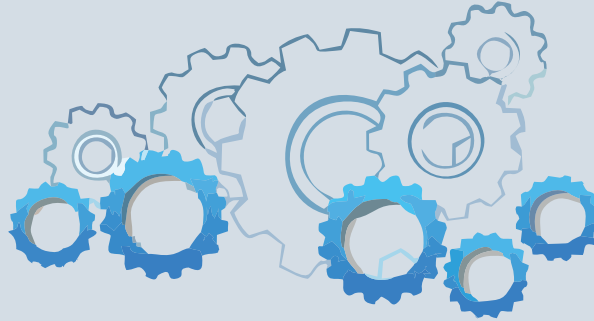
Considering the need, Andhra Chamber of Commerce is organising an one day Conference on **“Empowering MSMEs to Embrace the future”** and is supported by Friedrich Naumann Foundation for Freedom.



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### **Objectives:**

- To Empower MSMEs with the KEY Business Enablers to take the Intelligent Decisions
- To appraise and empower the MSMEs with practical wisdom and help them to turn around their businesses to more profitable, growth centric and job creators.
- To Integrate Multiple Dots for MSMEs Business Transformation with a Growth Mindset

### **Resource Persons:**

The Resource persons of the Conference are experts from various fields.

### **Target Audience:**

MSMEs, CEOs of MSMEs, Consultants, policymakers, industry representatives from companies, technology enablers, financial institutions etc.

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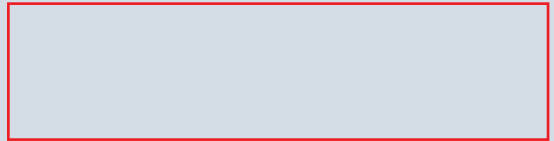
**Venue:** Hotel ITC Grand Chola, GST Road, Guindy, Chennai 32.

**Participation Fee:** Rs.3000/- plus GST (inclusive of lunch, refreshments & Course kit)  
**(Payable by NEFT/Cheque favouring “Andhra Chamber of Commerce”, Chennai)**

**Note :** Early Birds offers, Bulk Bookings & Special Offers will be announced soon

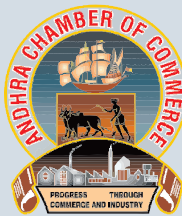
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