



WORLD ASSOCIATION FOR SMALL & MEDIUM ENTERPRISES

WASME

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FROM THE DESK OF SECRETARY GENERAL



Dr. Gyan Prakash Agarwal

Dear WASME Community,

Wishing our readers a joyous New Year! Welcome to the December-January 2024 edition of the WASME Newsletter!

At WASME, our commitment to nurturing the global growth of MSMEs remains unwavering. As we progress along this path, we are excited to introduce a new edition brimming with insightful content, exploring vital aspects of our overarching objective.

As a testament to our dedication to MSME growth, WASME and UDAN Media Communications Pvt. Ltd, Ludhiana, Punjab, collaborated to host an International Conference and Exhibition for Achieving Exponential Growth of MSMEs in African Continent using Technology Transfer, Export and Product Development in Agriculture Machinery, Dairy Technology and Food Processing Sector at AgriProgress Expo India from 19- 21st January, 2024, at Ludhiana, Punjab, India.

In an innovative effort to equip youth with digital skills and competencies, WASME launched the UPDESCO's Computer Concepts Certificate Course, Noida, India. This pioneering initiative is facilitated by the generous sponsorship from ONGC as part of its CSR - Special Component program.

The 16th Bangladesh International Plastics, Printing, and Packaging Industrial Fair (IPF) in Dhaka from 24-27th January, 2024, served as a vital platform for collaboration and business development. WASME led a delegation of 20 MSME India Units, fostering substantial business growth and strategic partnerships.

In this edition, we explore the global landscape of packaging and branding practices within the MSME sector, drawing insights from case studies. We draw our focus to Niger in the 'Country Focus', where we explore the MSME landscape, and in-depth examination of the challenges encountered, government initiatives implemented, and essential resources accessible, offering valuable insights and opportunities for our MSME community. In the 'Industry Scan', we investigate the field of Fragrance and Essential Oil Processing, covering the industry's market share, detailed insights into the operational processes, and the advantages it offers.

Our commitment remains steadfast in furnishing valuable insights and resources that empower MSMEs globally. Your active engagement within the dynamic WASME community is highly appreciated. Together, we continuously strive to promote economic growth and nurture innovation within the MSME sphere.

Happy reading!

WASME EDITORIAL



Strategic Packaging and Branding Practices in SME Sector

Introduction

The significance of product packaging has heightened amid evolving dynamics and hurdles in the realms of sustainability and the evolving landscape of e-commerce. In navigating these shifts, packaging plays a pivotal role in connecting consumer trends, behaviours, and values with the innovative responsibilities companies bear to understand the distinct needs of their markets. In the current landscape, packaging must embody the forward-thinking ethos of a circular society.

Businesses recognize the imperative of ensuring their packaging has minimal environmental impact. Collaboratively, marketers and designers bear the responsibility of crafting eco-friendly packaging that underscores a commitment to sustainability. Consumers are increasingly attuned to the environmental repercussions of specific packaging types and seek companies that actively address and redesign elements harmful to the planet. It is crucial for companies to clarify the validity of various eco-claims, such as compostable, degradable, and biodegradable, which, while beneficial in certain aspects, are not recyclable. An emerging consumer trend focuses on reducing packaging volume, with a growing preference for minimalism evident in yearly surveys. Respondents cite environmental concerns alongside escalating costs related to materials, manufacturing, and storage as driving forces behind the need for innovative packaging solutions geared towards achieving economies of scale.

Brands recognize the crucial role of garnering shares and likes, extending beyond their products to encompass packaging in the era of e-commerce. The digital shopping landscape has transformed the consumer experience, with ratings not just allocated to the online platform but also extending to the packaging upon delivery. While the product remains the primary influencer in online purchases, packaging serves as a unique opportunity to capture additional attention and function as a marketing tool for the company. Industry experts suggest a potential rise in personalised packaging to elevate the e-commerce customer experience, fostering increased interaction and encouraging further customer sharing on social media, potentially leading to additional purchases.

Flexible packaging remains a preferred choice for brands seeking customizable solutions that enhance the overall customer experience compared to rigid pack formats. This segment exhibits notable growth, outpacing other packaging formats, attributed to its premium branding opportunities, functional attributes, and sustainability features. Companies introducing new products seek high-performance materials that not only enhance shipping efficiency but also align with evolving customer packaging preferences, encompassing factors like enhanced shelf appeal, ease of storage, convenience, portability, extended product life, and minimal material usage—a comprehensive set of considerations.

Strategic Steps for SMEs in Brand Development

Establishing a robust brand holds immense significance for SMEs, and previous researchers have derived theories from extensive studies involving numerous small and medium-sized enterprises, outlining specific steps for entrepreneurs to develop compelling brands.

- 1. Distinctive Concept:** The brand and product concept must be distinctive, relevant, and appealing to consumers.
- 2. Emphasis on Brand Values:** The importance of brand values should be emphasised in the brand-building process.

3. Focus on Few Strong Brands: Concentrate on developing one to two strong brands within the company.

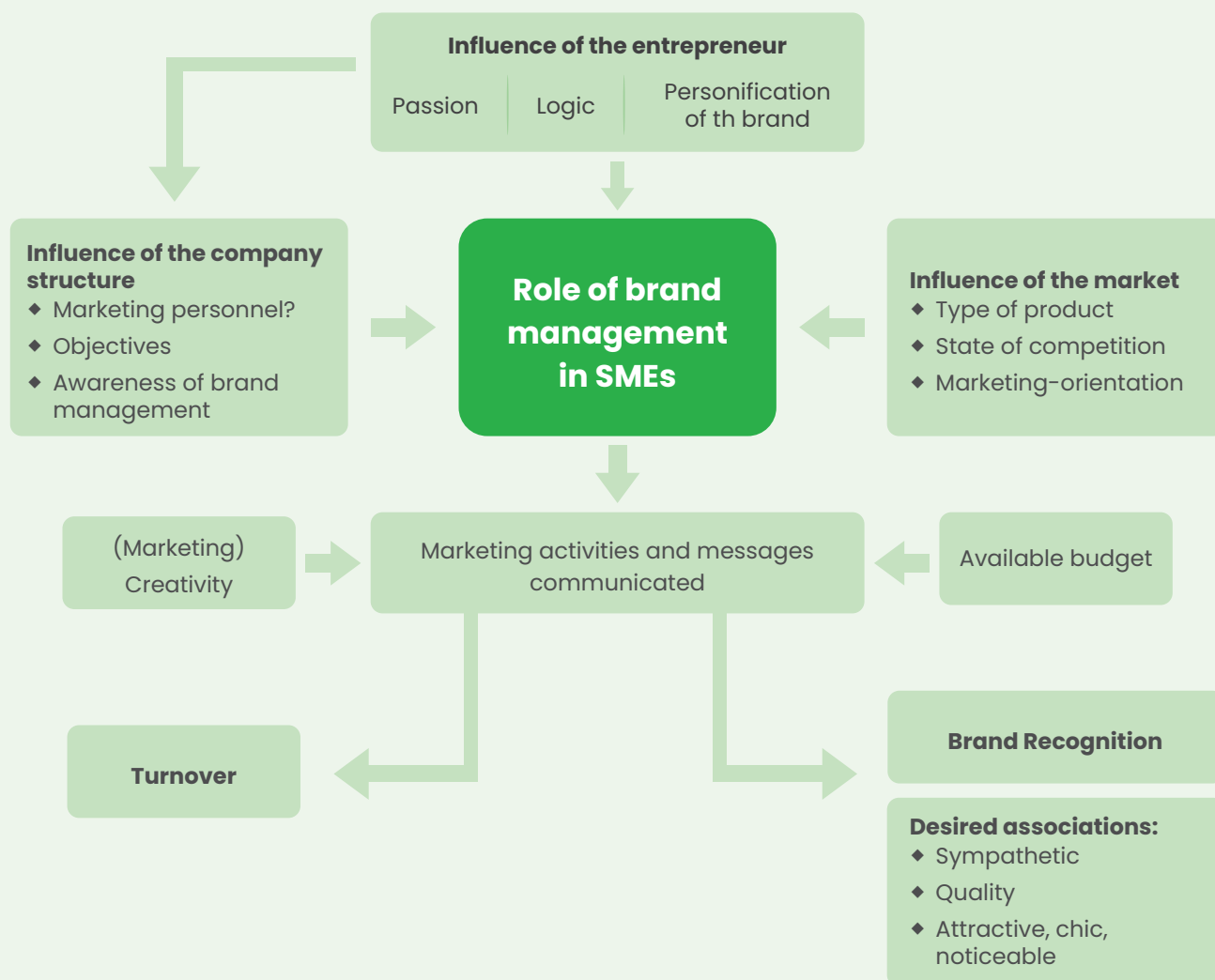
4. Logical Business Approach: Adopt a logical business approach and ensure consistency between actions and policies.

5. Alignment with Entrepreneur's Character: Establish a strong relationship between the entrepreneur's character and the brand.

6. Entrepreneurial Passion for Branding: The entrepreneur should exhibit passion for branding within the company.

Navigating Consumer Decision-Making: The

Funnel model for the role of brand management in SMEs



Source: Krake (2005), Successful brand management in SMEs: a new theory and practical hints

Multifaceted Impact of Packaging Elements on Purchase Intentions

- 1. Visual Elements in Packaging:** Packaging assumes a crucial role in marketing communication, with people being selective about various visual elements. Visual display is integral to instructional design, playing a critical role in instructional media (Brown & Green, 2011).
- 2. Communication Interface:** Shape, Structure, and Visual Computerization. The communication interface between producers and consumers involves both shape and structure design, along with external visual elements like colour, typography, and decoration (Jeng, 1991). The impact of visuals on learning is gaining significance with the increasing use of graphics in instructional materials (Anglin, Vaez & Cunningham, 2004).
- 3. Packaging Colour:** Colour is a vital component influencing consumer decision-making. Specific colours evoke different moods and draw attention, while cultural variations contribute to diverse consumer interpretations (Deliya & Parmar, 2012; Singh, 2006).
- 4. Packaging Material:** While any material can be used for product-packaging, consumer preferences vary. High-quality packaging is more appealing, serving the primary purpose of protecting products during various stages (Deliya & Parmar, 2012; Gonzalez, 2007).
- 5. Packaging Design:** Packaging design, encompassing fonts, layout, and colours, plays a crucial role. Consumers increasingly base their product choices on packaging design, making it a significant means of product branding (Gonzalez, 2007; Hill & Tilley, 2002).
- 6. Information Elements:** Informational elements, such as nutritional information, brand elements, and labels, are progressive in influencing purchase intentions. Consumers rely on the details provided on the packaging for decision-making (Rettie, and Brewer, 2000; Underwood, 2003).
- 7. Packaging Font Style:** The font style used in packaging is essential, significantly influencing consumer purchase intentions. Font styles interact with the emotional qualities of text, impacting persuasion and contributing to persuasive marketing communications (Mutsikiwa, Marumbwo & Mudondo, 2013; Juni & Gross, 2008).
- 8. Printed Information:** Printed information, including product details, price, and quality, serves as a noticeable and significant element in the marketing mix. It affects customer attention and motivation to purchase (Shah, Ahmad & Ahmad, 2013).
- 9. Consumer Purchase Intentions:** Influenced by factors like consumer perception, knowledge, product design, and packaging, consumer purchase intentions represent the inclination to buy a product after evaluation. Understanding the product is crucial in consumer purchasing decisions (Keller, 2001; Rao and Monroe, 1988; Younus, Rasheed, & Zia, 2015).



Case Study-1

SMEDAN Provides Packaging and Branding Skills to 50 SMEs

Charles Odii, the Director General of Nigeria's Small and Medium Enterprises Development Agency (SMEDAN), has emphasised the agency's dedication to empowering owners of small businesses. This commitment was underscored during the conclusion of a three-day capacity-building program in Ibadan held in November 2023, focusing on packaging and branding of products for selected small-scale business owners in Oyo state.

The training, designed to enhance the global competitiveness of SMEs in Nigeria, particularly emphasised techniques for effective product

branding to attract potential customers. Considering that SMEs contribute around 48% to Nigeria's GDP, according to the National Bureau of Statistics, their pivotal role in driving economic growth is evident.

The capacity-building initiative, attended by 50 beneficiaries, aligns with the broader objective of equipping SMEs with essential skills to participate successfully in the African Continental Free Trade Agreement. Participants expressed confidence that the acquired knowledge would not only elevate their individual brands but also contribute significantly to overall economic advancement.

Case Study-2

Branding and Marketing Support provided by Indian Government to SMEs

In 2015, The Prime Minister of India stated that supporting small entrepreneurs through brand building, advertising, and financial assistance would fortify the bedrock of the Indian economy. This announcement was made

during the launch of the Pradhan Mantri MUDRA Yojana. The MUDRA Bank, with its legal framework expected to be established within a year, will offer loans ranging from Rs 50,000 to Rs 10 lakh to small businesses.

Obstacles Encountered by the SME Sector in Branding and Packaging Their Products

1. SMEs often overlook the importance of branding, considering it a narrow concept limited to elements like logos, products, services, or technology they offer (Inskip, 2004). Many SMEs allocate minimal or no focus on brand management in their daily operations (Krake, 2005).
2. In numerous SMEs, the director or owner assumes a pivotal role in shaping brand policies, altering brand names, and logos.
3. Brand identity strategy, essential for maintaining marketing consistency over time, should align with specific core values

Brand management responsibilities typically rest with the highest-ranking manager, with few companies establishing a dedicated department for this purpose. However, in many cases, no specific attention is given to brand management, even at the director or owner level.

complementary to organisational values and culture (Madvaharam et al., 2005; De Chernatony, 2001; Urde, 2003). In SMEs, entrepreneurs, as the visionary figures, play a central role in brand building and identity creation.

4. Only half of small and medium companies have identical company and brand names due to the common practice of using one or two brand names. This divergence can hinder visibility and diminish business prospects.
5. Many companies in the SME sector are hesitant to engage in co-branding or collaborations with other businesses to enhance brand value and overall business success.
6. Brands, products, and companies possess distinct characteristics, although some connections exist among them. These differences should be recognized, as they contribute to the unique identity of each entity.
7. SMEs commonly face limitations in time, resources, structures, and processes for effective branding (Wong and Merrilees, 2005). Financial and human resource constraints, along with time limitations, often lead to a focus on short-term strategies at the expense of long-term branding initiatives (Wong and Merrilees, 2005). The lack of a brand management professional poses a significant challenge for SMEs, as creating a brand identity aligned with customer needs and consistent with product attributes requires specific skills (Boatwright et al., 2009).
8. SMEs tend to prioritise financial and production issues over brand management, with entrepreneurs underestimating the importance of a robust branding strategy (Bresciani and Eppler, 2010). Many SMEs

perceive branding as relevant only to large corporations, failing to integrate brand management into their daily operations (Wong and Merrilees, 2005). Some SMEs acknowledge the importance of brand management but plan to implement it in the future when they have sufficient time, capital, and resources (Wong and Merrilees, 2005).

Conclusion

Nurturing Brand Resilience in SMEs

In the fast-evolving landscape of business dynamics, particularly within the SME sector, the interplay of strategic packaging, branding practices, and consumer decision-making is becoming increasingly pivotal. As we traverse the multifaceted terrain of sustainable practices, e-commerce intricacies, and the imperative need for brand development, SMEs find themselves at a crossroads, seeking effective strategies to enhance their brand resilience.

The essence of brand development is not lost on SMEs, with the recognition that a powerful brand is a linchpin for success in today's competitive market. The strategic steps outlined, ranging from cultivating a distinctive concept to aligning with the entrepreneur's character, serve as a compass for SMEs navigating the intricate realm of brand development. These steps underscore the importance of not merely existing in the market but carving a distinct identity that resonates with consumers.

In an era dominated by environmental consciousness, packaging emerges as a critical player in shaping consumer perceptions. SMEs are increasingly cognizant of the need for eco-friendly packaging, aligning with consumer expectations and contributing to sustainability goals. The emphasis on reducing packaging volume and the potential rise of personalised packaging in e-commerce reflect a strategic shift towards

meeting environmental concerns while enhancing the overall customer experience.

Understanding the nuanced impact of packaging elements on consumer decision-making is imperative for SMEs. From visual elements and communication interfaces to packaging colour, material, design, and information elements, each aspect contributes to shaping perceptions and influencing purchase intentions. SMEs need to leverage these elements strategically, recognizing that packaging is not just a protective layer but a dynamic tool for effective brand communication.

The challenges outlined, ranging from the narrow interpretation of branding to resource constraints and the lack of attention on branding in daily tasks, provide a roadmap for SMEs to navigate potential pitfalls. The reluctance to embrace co-branding and collaborations, coupled with the common perception that branding is only for large corporations, underscores the need for a paradigm shift in the mindset of SMEs.

As SMEs stand at the intersection of challenges and opportunities in branding and packaging, the road ahead requires a strategic mindset. Nurturing a brand goes beyond the confines of a logo; it encapsulates the ethos, values, and promises that SMEs make to their consumers. Sustainable packaging practices not only contribute to environmental well-being but also serve as a testament to a company's commitment to responsible business practices.

In conclusion, the symbiotic relationship between strategic branding, sustainable packaging, and consumer decision-making is the cornerstone for SMEs aiming for longevity and success. Embracing the outlined strategic steps, overcoming challenges, and recognizing the evolving landscape of consumer expectations will empower SMEs to not just survive but thrive in the competitive business ecosystem. The journey towards brand resilience is an ongoing process, and SMEs that navigate it with foresight, adaptability, and a commitment to consumer-centric practices are poised to make a lasting impact on the market.



COUNTRY FOCUS

NIGER

Population

Total – 27,676,484 (2023); Urban – 16.9%, Rural – 83.1% (2023)

Ethnic groups

Hausa (54%), **Songhai** (21%), **Tuareg** (10%), **Fulani** (6.5%), **Kanuri** (4.6%), Other minor ethnic groups, including **Gurma**, **Arab**, and **Tubu**, occupy small percentages of the population (2023)

Youth unemployment rate (ages 15–24)

0.9% (2019)

GDP – composition, by sector of origin

Agriculture: 5–7%, ♦ Manufacturing

Industry: 30–40%, ♦ Tourism

Services: 60% (2021) ♦ Energy

Industries

♦ Mining

♦ Agriculture

♦ Services

♦ Construction (2021)

Positioned in north-western Africa, it is bordered by Nigeria to the south, Algeria and Libya to the north, Mali to the west, and Chad to the east. Niger is a landlocked nation in sub-Saharan Africa, with its economy centred on subsistence crops, livestock, and substantial uranium deposits. Agriculture contributes about 25% to the GDP, supporting 87% of the population. The UN classified Niger as the second least developed country in 2016 due to factors like food insecurity, limited industry, rapid population growth, a weak educational sector, and limited employment opportunities beyond subsistence farming.

Economic profile of Niger

The imposition of ECOWAS trade sanctions, without exemptions, coupled with border

closures, is anticipated to lead to a substantial reduction in both exports (including crude oil exports, now postponed until 2024, and uranium) and imports (such as foodstuffs and electricity), both within and outside the ECOWAS region. Financial sanctions initiated by the Central Bank of West African States (BCEAO), involving the freezing of government and State-Owned Enterprises (SOE) accounts, loss of access to long-term liquidity windows, and the regional debt market, along with a significant decrease in external budget support and project financing from development partners, will result in reduced government consumption and investment. Political uncertainty and diminished liquidity in the banking sector will slow down private investment growth.

In the aftermath of sanctions being lifted and a moderation in food inflation, it is anticipated that inflation could decrease to 4 percent in 2024 and further to 3 percent in 2025. Coupled with robust per capita GDP growth and reduced inflation, there should be a gradual decline in the extreme poverty rate by 5.4 percentage points, reaching 38.7 percent in 2025. The number of people living in absolute poverty could decrease to 11.3 million, contingent on policies effectively channelling oil and gas revenues to the population, particularly disadvantaged groups.

The directory of registered companies in Niger lists only eight major companies, but economic and national security concerns have led to the closure of several multinational and national enterprises, including Braniger, Olga Oil, and Orano. Many entrepreneurs opt for the informal sector to avoid

tax obligations, and the formal sector, particularly in the agri-food industry, has limited participation. Informal employment is marked by irregularities, seasonal fluctuations, and underemployment, contributing to heightened vulnerability to poverty among workers in this sector. In rural regions, primary sources of employment encompass agriculture, animal husbandry, fishing, and the non-agricultural sector. The latter includes activities such as processing agro-silvo-pastoral products, handicrafts, manufacturing agricultural equipment, household services, trading, construction, transportation, food services, and various other service-oriented endeavours.

Classification of SME sector in Niger

The categorisation outlined in the National Policy on Micro, Small, and Medium Enterprises is presented in the table provided below:

Classification adopted by National Policy on MSMEs

Category	No. of full-time employees	ASSETS (n MILLION) (excluding land and buildings)
Micro-enterprises	1 to 10	Less than 5
Small-enterprises	10 to 49	5 – Less than 50
Medium enterprises	50 to 199	50 – Less than 500

SMEs will be defined as enterprises employing less than 200 persons.

Special characteristics of SME in Niger's economic landscape

Niger exhibits a predominantly youthful and female population, with over 50% of Nigeriens under the age of 15, according to a UNICEF report. The rural sector significantly propels economic growth, notably with 85% of the population residing in rural areas, where 82% are engaged in agricultural activities, including 52% women. Despite their active

involvement in agriculture, livestock, trade, and crafts, women's contributions often go unaccounted for in official statistics due to the informal nature of their activities and limited educational, production, extension service, and market opportunities.



Women primarily participate in small-scale, low-investment activities, hindering their progress to independent economic operators. Achieving sustainable development proves challenging when a significant portion of the working population lacks access to education and funding. Catalysts highlights the crucial role of women in Niger's agricultural sector but notes persistent challenges such as limited land ownership, restricted access to finance and credit, and gender-based prejudices against women heads of households and entrepreneurs.

The demand for "ready-to-consume" goods in urban areas, particularly in Niamey, creates opportunities for processing companies, especially those run by individual women or women's groups handling agricultural products. Traditional gender roles in the Nigerien socio-cultural context contribute to women and girls facing barriers to economic activity, with early marriages often limiting women's access to economic opportunities, particularly if they marry traditionally.

The Significance of the SME Sector for Niger's Economy

SME sector exerts a profound influence on Niger's economy. With a substantial contribution to

employment, SMEs constitute a vital source of livelihood for a significant portion of the population. Recent data indicates that SMEs account for a substantial share of the workforce, offering diverse employment opportunities and playing a crucial role in reducing unemployment rates.

In terms of economic output, SMEs significantly contribute to Niger's Gross Domestic Product (GDP). Data highlights the sector's role in fostering economic growth, particularly through activities such as agriculture, manufacturing, and services. The versatility of SMEs in engaging in diverse economic activities underscores their importance in driving the overall economic performance of the country. Rural development is another noteworthy aspect influenced by the SME sector. A considerable proportion of the population residing in rural areas is actively involved in SME-related activities, particularly in agriculture. The data emphasises the role of SMEs in enhancing agricultural productivity, creating job opportunities, and promoting sustainable development in rural communities. Furthermore, the SME sector serves as a catalyst for innovation and entrepreneurship. Small and medium-sized enterprises, through their adaptability and creativity, contribute to economic resilience and responsiveness to market dynamics. The data underscores the role of SMEs as hubs for innovation, playing a crucial part in driving competitiveness and adaptability.

Addressing poverty is a key impact area of the SME sector, supported by data showcasing its role in poverty alleviation. By providing employment opportunities and income-generating activities, SMEs contribute significantly to reducing poverty

rates, particularly in rural areas where poverty is more prevalent.

Challenges Facing the SME Sector in Niger

- ◆ The industrial sector in Niger encounters significant challenges, including: (1) reluctance among the workforce to assume responsibilities in the technical and financial management of companies; (2) national and international investors showing a preference for trading activities over undertaking industrial risks; (3) stiff competition from illicit and smuggling markets; (4) an insecure business environment for investors due to inconsistent regulations, intricate administrative procedures, and a lack of transparency; and (5) limited access to crucial financing, hindering the necessary investments for company development.
- ◆ Beyond challenges related to storage, preservation, and transportation, there are also issues with certification and packaging. Accessing the AVCN (supervised by the Ministry of Industry) proves difficult for SMEs, necessitating external donor support to fund the rigorous and costly certification process for processed agricultural products. Generally, particularly in industrial processing, cooperative groups are essential for leveraging networking advantages, sharing on a larger scale, and more. However, there is a deficiency in organisational skills, measures, and incentives for SMEs to join cooperatives.
- ◆ The execution of numerous state programs and services faces deficiencies in financial, logistical, and human resources.



- ◆ The inclusive financial sector remains underdeveloped. In 2016, the strict banking rate stood at 6.3%, contrasting with the WAEMU zone's average of 16.1%, and the microfinance sector's penetration rate was 10%, compared to an average of 18.6% in the WAEMU zone. The microfinance sector, a pivotal component of Niger's inclusive finance, grapples with numerous challenges, including insufficient mobilisation of domestic savings due to low income levels, a significant decline in risk portfolios, inadequate institutional viability, weak human resource management, and governance issues within decentralised financial systems. Furthermore, challenges encompass the absence of a promotional structure and the lack of a unified framework for donors involved in the sector, resulting in a dearth of coordinated interventions for the benefit of rural populations.
- ◆ The 3N policy stands as the sole guiding framework for agricultural development and food security. It outlines programs and strategic priorities for rural finance, establishing the operational and budgetary parameters for all relevant ministries. Public financing in the rural sector relies on allocations from the state budget and local authorities, along with financial contributions from Technical Financial Partners (TFP). This funding is allocated across various rural sectors, including agriculture (inputs, agricultural equipment, storage facilities), livestock (animal feed, vaccination), environmental and water engineering (irrigated developments, anti-erosion measures), and spatial and urban planning (area development). Without the support of TFP projects and programs, sustaining these operational and investment expenditures in the rural sector would pose a significant challenge for the State of Niger.
- ◆ The growth of the informal urban sector is evident, with over 70% of jobs in the capital originating from this sector, and nearly two-thirds of households being led by individuals employed within it. In urban regions, both formal and informal self-employment, along with apprentices and caregivers, constitute three-quarters of total employment, as per INS data from 2016. Similarly, in the agriculture and agribusiness sectors, a trend toward informality is observed, leading to increased job insecurity. This trend has two notable outcomes: a decline in wage rates and the loss of legal protections for formally employed individuals. The informal sector's operation lacks regulations and guarantees, contributing to its inherently unstable nature. This precariousness is reflected in growing instability, a deficiency in controls and safeguards, and heightened economic and

Main Obstacles	Main Challenges	Main Risks
<ul style="list-style-type: none"> ◆ Lack of qualification of young men or women ◆ Inadequacy of the available training for youth as well as the profile of the company ◆ Low level of start-up income that causes young people to leave the company ◆ Insufficient entrepreneurship training ◆ Insufficient capacity in the financial management of the company 	<ul style="list-style-type: none"> ◆ Taxation ◆ Competition of informal enterprises ◆ Unsavory business environment ◆ Difficulties storing national products ◆ Limited processing capacity ◆ Degradation of transport infrastructure and the informal nature of trade ◆ High cost of transport services 	<ul style="list-style-type: none"> ◆ Economic crisis ◆ Insecurity ◆ Membership of employees

social vulnerability concerning the preservation of decent employment.

- ◆ While microcredit options exist for funding income-generating activities, they remain inaccessible to the poorest households. About 26% of Nigerien households have members borrowing money, with regional variations – 27% in rural areas and 19% in urban areas. Formally, only 12% of these loans are obtained through banks (1%), microfinance structures (7%), cooperatives (2%), or companies (2%).

Government-Led Efforts to Empower and Strengthen the SME Sector in Niger

At the regional level in West Africa, the African Continental Free Trade Area (AfCFTA) has played a role in easing intra-African trade by eliminating both tariff and non-tariff barriers. During the African Union Extraordinary Summit of Heads of State and Government, the annual AfCFTA Business Forum occurred on July 5, 2019. The lingering question pertains to whether this recently established legal and policy framework will prove beneficial for intra-African and global investments.

- ◆ Regarding private sector development strategies at regional, national, and municipal levels, Niger has an "Economic and Social Development Plan" spanning from 2017 to 2021.
- ◆ To enhance the institutional and legal framework supporting youth entrepreneurship, the State of Niger and its collaborators have opted to revise the National Strategic Framework for the Promotion of Youth Entrepreneurship.

- ◆ The Ministry of Youth Entrepreneurship assumes a pivotal role as the foremost regulatory body in overseeing the comprehensive spectrum of activities related to youth entrepreneurship. This encompasses the formulation, development, implementation, monitoring, and assessment of the National Policy on Youth Entrepreneurship.
- ◆ Established in 1996, the ANPE, an Administrative Public Agency, holds a significant role as a key participant. Among its responsibilities, the agency plays a crucial role in job seeker placements and actively contributes to the formulation and execution of a national employment policy. This involvement is particularly evident in the implementation of programs focused on the integration and reintegration of the unemployed.
- ◆ Established by Decree on May 30, 2012, the Maison de l'Entreprise plays a crucial role in enhancing economic opportunities by fostering competitive enterprises and improving the business climate. Its key missions include simplifying administrative procedures for SME creation, supporting SMEs in developing tailored management tools, strengthening managerial skills, and establishing the Observatory of Small and Medium Enterprises. Despite its impact, this institution is currently operational only in Niamey and Zinder.

Useful resources for SMEs operating in Niger

Classification of Stakeholders and Structures according to Entrepreneurial Process Stage



Useful resources for SMEs operating in Niger

MSME finance providers	Details
Incubators	<ul style="list-style-type: none"> ◆ CIUAM, DLC Co-working, Oasis, AgriProfocus, and PRODEC. These structures also offer shared workspaces (coworking) and associated services. ◆ There are private entrepreneurship consulting firms such as ACCENTrepreneur and Empow'Her PME's.
Banks	<ul style="list-style-type: none"> ◆ Bagri - Agricultural bank of Niger (Bagri) ◆ BIA - BANQUE INTERNATIONALE POUR L AFRIQUE AU NIGER ◆ Ecobank ◆ BoA - BANK OF AFRICA ◆ SonyBank
MFI	<ul style="list-style-type: none"> ◆ 2MINVEST
PE/VC	<ul style="list-style-type: none"> ◆ Cabinet Accentrepreneur ◆ 2Mi SA
Government	<ul style="list-style-type: none"> ◆ Maison de l'Entreprise ◆ CIPMEN (The Incubator Center of Small and Medium Enterprises of Niger) ◆ PRODEC - Niger Skill Development for Growth Project

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delegation



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exhibitions & EXPOs



Business Match
Making



Technology
Transfer



Skill
Development



Startup Support



Women
Entrepreneurship



Incubation



Research &
Development



Conference/Seminar/
Trainings/ workshops



Policy Advocacy

GLOBAL INDUSTRY SECTOR

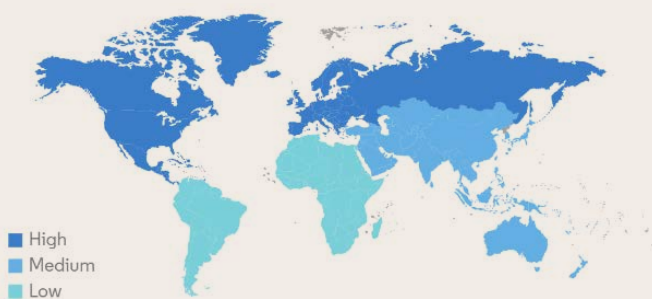


Unlocking Aromas: The Economics of Essential Oil Production

Introduction

Essential oils, extracted from plants, notably from leaves and barks, capture the essence of the plant via distillation or mechanical methods like cold pressing. They are utilised in aromas, cosmetics, and fragrances. Aromatherapy is poised to drive significant growth for essential oils, while the food and beverage industry is also anticipated to contribute substantially to demand.

Essential Oil Market: Market Size (%), By Region Global, 2021



Source: Mordor intelligence

Following the pandemic, the global essential oil market has witnessed notable growth, projected to achieve a Compound Annual Growth Rate (CAGR) of 8.6% in the period 2023 - 2029. This surge is attributed to heightened consumer awareness regarding the antimicrobial, antioxidant, and anti-infective properties of essential oils, which address

a spectrum of health concerns including stress, immunity disorders, and sleep irregularities.

The market's expansion is further propelled by increasing demand for natural and organic products across personal care, food, and beverage sectors. Notably, there's a significant shift from synthetic to natural ingredients, prompting manufacturers to pivot towards natural formulations. Essential oils, renowned for their health benefits, are poised to witness high demand in pharmaceuticals and medical applications. Aromatherapy's popularity is also contributing to market growth, alongside regulatory support for environmentally friendly ingredients. Retail sales of essential oils are on a steady rise, with online platforms expected to gain prominence.

The market's trajectory reflects a growing integration of essential oils across diverse industries, underscored by ongoing research and development efforts and advancements in extraction techniques, particularly in emerging economies.

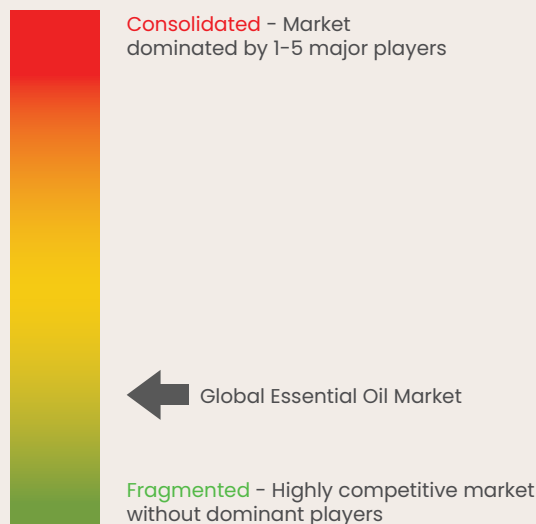


*Disclaimer: Major Players sorted in no particular order

Source: Mordor intelligence

The essential oil market exhibits fragmentation, characterised by the participation of various regional and domestic entities across different nations. Key strategies employed by leading companies to enhance their brand recognition among consumers include mergers, expansions, acquisitions, and partnerships, alongside a focus on new product development initiatives.

Market Concentration



Source: Mordor intelligence

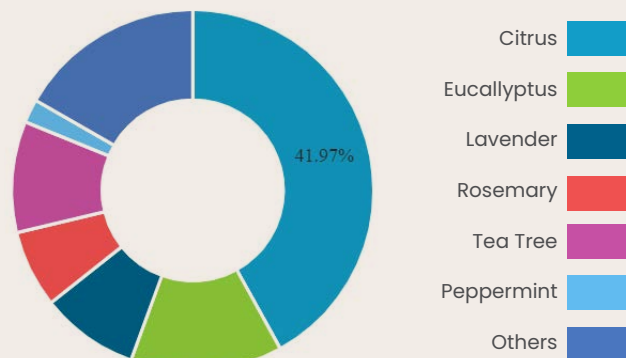
Segmentation of Essential Oil Market: Categories and Market Dominance

The essential oil market is categorised into citrus, eucalyptus, lavender, rosemary, tea tree, peppermint, and other types. The citrus category is further subdivided into orange, lemon, grapefruit, and lime. In 2022, the citrus segment held a significant market share. Citrus-based essential oils like orange and lemon oils are prominent globally due to their availability, superior characteristics, and high demand.

Orange and lavender essential oils are particularly favoured in the global market for their active properties suitable for oral and topical use. The food and beverage industry primarily utilises plant-based volatile oils, known for their natural

antimicrobial properties. These oils effectively inhibit spoilage-causing microbes, making them ideal for savoury food products such as meat, fish, cheese, soups, and sauces.

Global Essential Oils Market Share, By Type, 2022

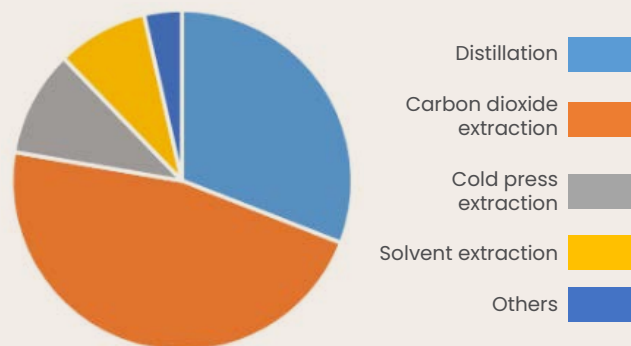


www.fortunebusinessinsights.com

Segmentation by Extraction Method in the Global Essential Oils Market

Segmentation by Extraction Method categorises the global Essential Oils market into Distillation, Carbon dioxide extraction, Cold press extraction, Solvent extraction, and Others. In 2022, the Distillation segment led with the largest market share and is projected to maintain its dominance in the forecast period. Distillation involves evaporating and condensing vapour to extract elements from a mixture, particularly temperature-sensitive constituents like pungent elements. Various distillation processes, including water and steam distillation, are utilised to separate oils.

Essential Oil Market by method of extraction 2022 (%)

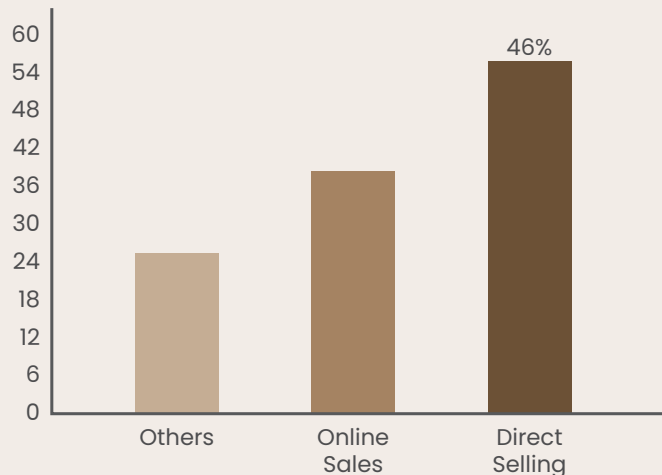


Boosting Retail Sales Through Enhanced Product Awareness

In terms of distribution channels, the market is segmented into direct distribution, MLM distribution, and retail distribution. Direct distribution currently commands the largest market share globally, driven by consumer preference for experiencing the product firsthand and its fragrance. Moreover, companies have established robust networks through direct distribution channels, further solidifying this segment's dominance.

However, with increasing consumer knowledge about the product, there has been a shift towards purchasing through various retail channels such as supermarkets, specialty stores, and online platforms. Consequently, the retail distribution segment is expected to witness substantial growth.

Essential Oils Market Share by sales channel, 2022 (%)



Challenges and Regulatory Frameworks in the Production of Essential Oils

The essential oil manufacturing sector is crucial for supplying consumers with natural aromatic products across diverse applications. Yet, it contends with intricate regulations and distinctive challenges affecting both producers and consumers.

Regulatory Landscape:

1. The essential oil manufacturing industry operates under extensive regulations and standards at both national and international levels.
2. Quality and Purity Standards: Regulatory bodies like the U.S. FDA and European Medicines Agency establish criteria for acceptable contaminant levels and labelling practices.
3. Sustainability and Ethical Sourcing: Increasing emphasis on sustainable and ethically sourced raw materials necessitates compliance with certification requirements.
4. Labelling and Claims: Regulations govern accurate labelling and advertising claims to prevent misleading information.
5. International Trade: Exporting/importing essential oils requires adherence to complex customs regulations and trade agreements.

Common Challenges:

1. Quality Control: Maintaining consistent product quality amid natural variability poses a significant challenge.
2. Supply Chain Complexity: Essential oil sourcing involves intricate supply chains requiring transparency and reliability.
3. Environmental Impact: Implementing sustainable practices, particularly in regions with inadequate infrastructure, presents hurdles.
4. Consumer Education: Educating consumers about safe and effective essential oil usage remains a challenge.
5. Competition and Innovation: Manufacturers must innovate to differentiate products and remain competitive.

Innovations in essential oil processing

Company: Biolandes

Country: France

Innovation: Biolandes has developed innovative extraction methods such as supercritical fluid extraction and molecular distillation. These techniques enhance the extraction efficiency, resulting in higher yields of essential oils while maintaining their purity and quality. Their commitment to innovation has propelled them as a leader in the essential oil industry.

Company: doTERRA

Country: United States

Innovation: doTERRA has introduced a groundbreaking method called CPTG (Certified Pure Therapeutic Grade) testing, ensuring the purity and potency of their essential oils. They employ advanced technology and rigorous testing protocols to maintain high-quality standards, setting a benchmark in the industry.

Company: Young Living

Country: United States

Innovation: Young Living utilises a proprietary Seed to Seal® process, ensuring quality control from the seed planting stage to the final bottling of essential oils. This holistic approach encompasses sustainable farming practices, state-of-the-art distillation techniques, and stringent testing protocols, guaranteeing pure and potent products.

Company: Florihana

Country: France

Innovation: Florihana specialises in organic essential oil production and has pioneered the use of eco-friendly extraction processes. They utilise renewable energy sources and eco-conscious practices throughout their production chain, minimising environmental impact while delivering premium quality essential oils to consumers globally.

Company: Pranarom

Country: Belgium

Innovation: Pranarom focuses on sustainable sourcing and ethical production of essential oils. They collaborate with local farmers worldwide to cultivate aromatic plants using organic and sustainable farming methods. Their innovative approach promotes biodiversity conservation and supports local communities, ensuring the long-term viability of essential oil production.

Conclusion: Innovations in essential oil processing redefine quality, sustainability, and purity, shaping a dynamic industry committed to excellence and environmental responsibility.

WASME CORNER

From global to local, unleashing potential of SMEs in Africa and other countries by nominating **WASME Permanent Representatives**

WASME is extending its extensive experience and expertise in the key areas such as technology transfer, skill development, quality control, packaging, market access, export, research and development to enhance the sustainability, competitiveness, and growth of SMEs in different countries in technical trades like aerospace, mechanical, electrical, electronics, chemical, textile, food processing, ceramic, and wooden industries etc.

With special focus on SME development in African Sub-continent along with other countries across the globe, WASME has identified and nominated Permanent Representative (PR) that will partner with WASME in implementing SME development and promotion activities. It includes:



Skill Development & EDP programmes, end to end support for business/ enterprise development by facilitating through consultancy, technology transfer, trade facilitation, incubation support, market, export development and research & development activities to SMEs.



Training of the Trainers (TOT) programme for Skill Development project in all technical trades.



Extending support to SMEs in the area of Digital Infrastructure, E-Commerce, Artificial Intelligence, Machine Learning, Robotics, Electric Vehicle (EV), Renewable Energy (RE), Software Development & Hardware etc.



GAP study in various fields and expert consultations for incubation including programmes on enhancing export and marketing.



Access to credit and market by preparing sample Detailed Project Report (DPR) by including cost effective & right technology.



Exposure of the global expertise and experience of WASME to SMEs, through B2B meetings, exhibitions/trade fairs, outreach programmes, buyer-seller meetings and activities with other member countries of WASME.



Advising, formulating and implementing schemes and programmes for enterprises at regional and national level.

WASME is open for collaborating with organizations in different countries and work closely to identify critical issues and problems faced by SMEs and draft an action plan to empower and nurture the growth of SMEs in respective country. Please send your interest or query at dg@wasmeinfo.org and directorpnd@wasmeinfo.org.

WASME CORNER



WASME Launches UPDESCO's Computer Concepts Certificate Course Sponsored by ONGC CSR – Special Component

In a pioneering initiative aimed at empowering the youth with digital skills, the World Association for Small and Medium Enterprises (WASME) inaugurated the UPDESCO's Computer Concepts Certificate Course today at Panchsheel Balak Inter college, Sector 91, Noida. This transformative endeavour has been made possible through the generous sponsorship by ONGC under its CSR – Special Component.

The event, held on the auspicious date of December 20, 2023, witnessed the esteemed presence of Mr Daitari Malik, Chief General Manager (HR) of ONGC, Delhi, who graced the ceremony as the Chief Guest & Mr Dayanand Singh Chairman (Delhi Unit) All India SC/ ST Employees Welfare Association (ONGC).

The launch ceremony was organized by WASME Skill Division, represented by Mr Rajesh Lal, Director Skill Projects, Mr Sampan Grover, General Manager Skills Training, Mr Vijay Kumar, Director General & Dr. Sanjeev Layak, Executive Secretary.

The initiative is set to bridge the digital divide and equip individuals with essential computer

literacy, fostering a skilled workforce in the region. The collaboration between WASME, UPDESCO, and ONGC underscores a commitment to societal development through education and skill-building.

The launch ceremony was marked by an air of enthusiasm & commitment, signifying the collective efforts towards empowering the younger generation with essential technological competencies.



International Conference on Small and Medium Enterprises (ICSME) 2023 Dubai : Glimpses

The 27th ICSME held in Dubai on December 9, 2023, emerged as a pivotal event in the realm of Small and Medium Enterprises (SMEs). Hosted by the World Association for Small and Medium Enterprises (WASME), the conference brought together global thought leaders, policymakers, entrepreneurs, and industry experts. This detailed report provides an in-depth analysis of key sessions, outcomes, and the overall impact of ICSME 2023.





Achieving Exponential Growth of MSMEs in African Continent using Technology Transfer, Export and Product Development in Agriculture Machinery, Dairy Technology and Food Processing Sector

World Association for Small and Medium Enterprises (WASME) and UDAN Media Communications Pvt. Ltd, Ludhiana, Punjab organized International Conference and Exhibition on “Technology Transfer, Export & Product Development for Exponential Growth of MSMEs in Agriculture Machinery, Dairy Technology & Food Processing Sector” at Agri Progress Expo India organised from 19-21st January 2024 at Ludhiana Exhibition Centre, G.T. Road, Sahnewal, Ludhiana, Punjab, India.

At present, the most pressing problem is reducing poverty in African Continent. It can only

be achieved by modernizing the agricultural sector. The rural economy employs 65-70% of Africa's workforce & typically accounts for 30-4% of gross domestic output. More over 70% of the continent's poor reside in rural regions, where agriculture is the most significant economic activity. African countries have the resources for huge agricultural output development, including an abundance of manpower, land, & untapped water. However, the restricted utilization of inputs & the non-adoption of new technologies has been a serious worry for reducing productivity.



In order to provide opportunities to global in particular African MSMEs, especially those from African countries, the International Conference & Exhibition for MSME (ICMSME) was organised with an objective for providing a catalyzing global platform for learning about best-in-class technology, finished and semi-finished products

from Indian MSMEs leading in Agricultural Machinery, Dairy Technology, and Food Processing Sector. Many key focus discussions were held with African MSMEs on:

- ◆ Understanding the Impact of modern technology development on Agri MSMEs in increasing the production of agro products,

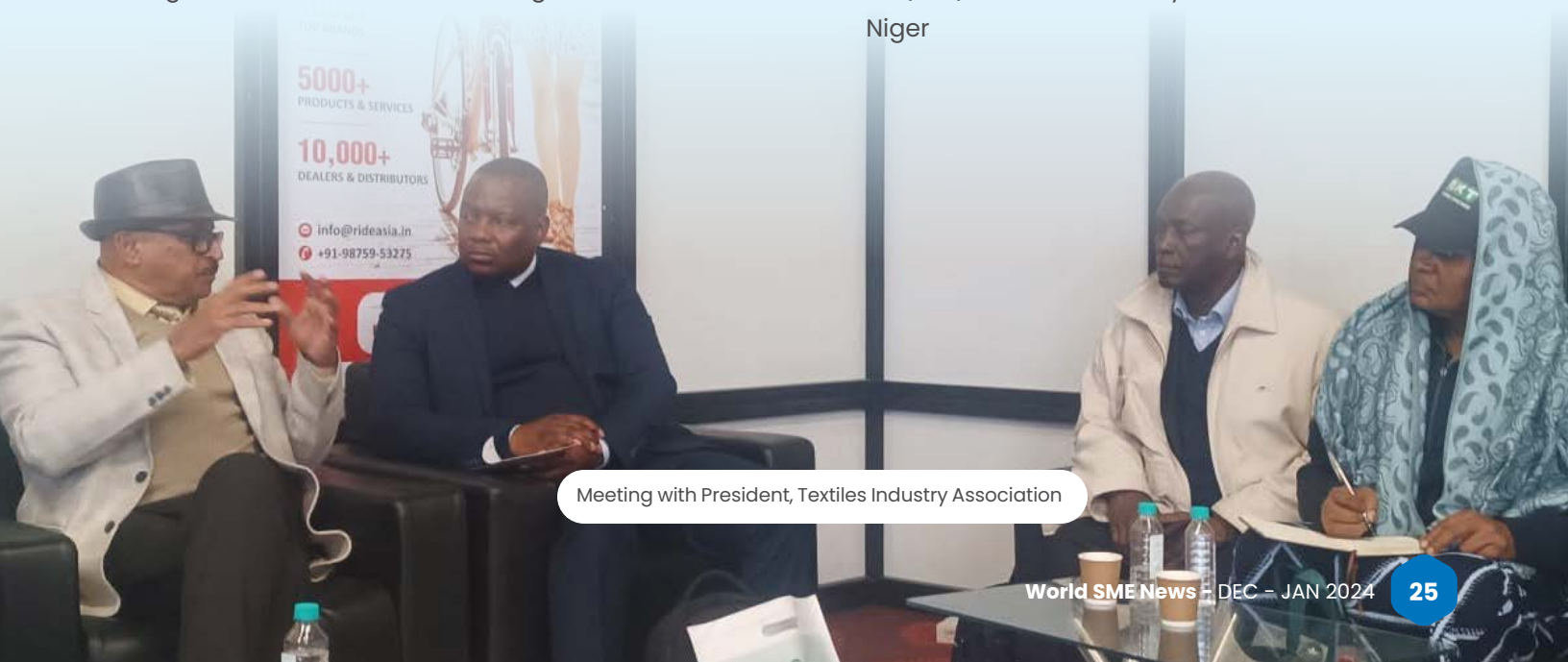
- ◆ Technology Transfer to African Countries of innovative Agricultural Machinery & Equipment, Tools for Quality Production in Agriculture and Food Processing Industry Sector
- ◆ Role of Packaging and modern Packaging Technology in sustainable food products.
- ◆ Testing, Quality Control and International Standards in Food Safety and Quality Assurance
- ◆ Advance skills that need be adopted to prepare MSMEs for digital transformation
- ◆ Assessment of Capacity Building and Skill Development Infrastructure in the enterprises.
- ◆ Upskilling and digital transformation of MSMEs to promote sustainability
- ◆ Current best practices and policies to assist MSMEs access GVCs in digital economy;
- ◆ Supporting Policy Frameworks by addressing gaps through partnerships;
- ◆ Market expansion, promote export import, B2B meeting and trade deals

Over 200 MSMEs from Punjab, Haryana and Chandigarh & other parts of the country participated in the Agri Progress Expo – biggest exhibition showcasing 2000 best in class Agricultural Machinery & Equipment, Tractor / Harvester / Rotavator, Fertilizers / Bio-manure, Agriculture Seeds Manufacturers / Exporters, Agro Chemicals / Pesticides / Insecticides manufacturers, Irrigation / Fertigation / Water Management Equipment, Greenhouses / Equipment Suppliers / Agro Textiles, Precision Farming Products, Climate

Control & Automation Equipment, Planting Material / Seedling, Dairy Technology & Equipment, Dairy, Poultry & Live Stock Companies, Livestock Technology, Veterinary Products, Cooling, Fermentation & Freezing System, Cold Room & Refrigeration Appliances, Digital Temperature Controller, Animal Nutrition Health Products / Equipment etc.

WASME invited African MSMEs. A delegation from African countries, including Niger, Botswana, Nigeria, and others, attended the ICMSME and Exhibition in Ludhiana, Punjab, from January 18 to 21, 2024. The important high-level delegation includes top government officials from the following organizations.

1. Mr Monyadiwa Masilo, Head Sector Innovation, Local Enterprise Authority (LEA), Botswana
2. Ms Deborah Ahigye, Deputy Director, MSME-IRSD, Raw Materials Research and Development Council (RMRDC), Nigeria
3. DR Kemji Ajoku, Consultant, Raw Materials Research and Development Council (RMRDC), Nigeria
4. Mr Chineneye Eneh, Investment Officer, Raw Materials Research and Development Council (RMRDC), Nigeria
5. Mr Boureima Amadou Wankoye, Vice President, Chamber of Commerce and Industry, Niger
6. Mrs. Rabiadou Arzika Mamado, President of AWIP Continental, Niger
7. Dr (Mrs) Fatchima Daddy Gaoh, Pharmacienne, Niger



Meeting with President, Textiles Industry Association



Meeting with President, Handtools Industry Association

Mr. Vijay Kumar, Director General, WASME, and Ms. Archana Sharma, Director Planning and Development, led the delegation to a series of personalized B2B sessions, where they engaged in focused business dialogues and negotiations with the presidents and senior officials of leading industry associations of textile, textile machines, electronics & electrical products, agriculture and agriculture machinery, dairy technology, food processing, hand tools and components, fasteners, auto components, leather and footwear, and so on. After having detailed with these association representative, officials of Nigeria, Niger and Botswana have invited Indian MSMEs to their country for B2B meeting including setting up of enterprises. This delegation will be led by WASME sometimes in April/May, 2024.

The event drew 50,000 visitors from all levels of manufacturing organizations, the service sector, and traders - among them CEOs and entrepreneurs, senior executives, corporate planners, manufacturing managers and executives, sector agents such as officials from central state governments and public sector units. The senior officers/entrepreneurs from country like Malawi, Zimbabwe, Kenya, Bangladesh etc were also there.

Under the leadership of Mr Vijay Kumar, Director General, WASME the delegation, industry association, and MSMEs engaged in focused and strategic discussions to identify current and future investment

opportunities for Indian MSMEs in participating African countries such as Tanzania, Niger, Nigeria, and Botswana. After April/May 2024 various delegation from India will start moving to these African countries under the overall leadership of WASME. The strategy debate includes the following critical points also:

- ◆ Investment policies and various incentives including various subsidies on imports, land, tax etc provided by African countries to the India MSMEs to set up their enterprises.
- ◆ Existing MSME development ecosystem status to identify the core requirements of the participating African Countries.
- ◆ Availability of raw material, supply chain etc.
- ◆ Availability of skilled manpower and technologies.
- ◆ Existing infrastructure for scaling the existing MSMEs

Indian MSMEs expressed their enthusiasm for investing in participating countries and establishing plants, as well as transferring technology, providing skills, research, and innovations that could aid in radical job creation, manufacturing and production,



Meeting at Central Tool Room Ludhiana, Ministry MSME Govt. of India



export-import, and skill upgradation of MSMEs, all of which would contribute to the country's overall socio-economic development.

On January 20, 2024, the African delegation also visited Central Tool Room (CTR) Ludhiana, a technical institute of Ministry of MSME, Government of India, which assists Small-Scale Enterprises in engineering and related fields in increasing their efficiency by providing support in the design & production of tools, jigs & fixtures, moulds, dies, and special purpose tools. The center also provides common service facilities by manufacturing various types of tools, heat treatment, and imparting long-term technical training in the form of Diploma, Certificate courses, short-term and part-time courses on advanced technologies such as CNC programming & machining, and CAD/CAM, among others, using cutting-edge technology and quality laboratories.

While viewing the different facilities and labs, the delegation expressed a desire in collaborating with CTR Ludhiana and WASME to provide technical training to the young and MSMEs of their respective countries. They also expressed their desire to establish such a training facility in their respective nations in order to empower the young unemployed

youth. WASME underlined its commitment to completing the full project of establishing Common Facility Centres and Skill Development Centres in Botswana and Nigeria in partnership with their respective governments and the Ministry of MSME, Government of India. The delegation discussed the vital need for such training facilities in their countries to help MSMEs in their growth and development.

In addition, on January 23, 2024, the group visited the Footwear Design and Development Institute (FDDI) in Noida, India, an institute of Govt. of India which has the world class facilities for design and development of footwear & textile. They saw the new technologies used in different footwear design and development, prototype design, skill development, quality testing, etc. The Delegation expressed a strong interest in skill development programs in footwear design and development in light of the amount of raw leather material available in their countries and underlined the need of processing to maximize on their country's untapped leather industry potential. WASME promised the delegation for providing assistance in technology transfer,



Meeting at FDDI Noida India



testing and quality control, and skill development training programmes for MSMEs in their countries.

The delegation also visited a few textile and high fashion garments enterprises, to learn about the entire manufacturing process from yarn to fabric, cutting, stitching, testing and quality control, packaging, and so on, using semi-automatic and

fully automatic machines and equipment. The delegation requested Indian firms to establish such facilities/enterprises in their countries, citing the different investment incentives given by their governments, mode of operation, availability of cotton as raw material, machines and equipment, and trained manpower. It was agreed, WASME will help in such consulting projects and will provide the



gap analysis, detailed project report and implement these projects as per schedule.

Similarly, delegation also discussed the various opportunity of collaboration and setting of industries by the Indian MSMEs in the food processing, essential oils, plastic products, toy, bicycles, home furnishing, School Uniform, Power loom, Printing, Packaging and Stationary, bread & cookies making etc.

Country Specific area of cooperation:

LEA, Botswana

- ◆ WASME will assist in technology transfer in the area of Agriculture & Agriculture machinery, textile, mechanical, electrical & electronics.
- ◆ WASME will assist in setting up of textile incubator for LEA Botswana

- ◆ WASME will provide skill development training programme in various technical sectors including food processing, textiles, mechanical, electrical, electronic, food processing etc.
- ◆ WASME & LEA to collaborate for the development of MSMEs in area identified by the LEA

RMRDC, Nigeria

- ◆ WASME will provide skill development training programmes in food processing, footwear, leather, textile, agro products,
- ◆ WASME will facilitate the technology transfer and setting up of various industries including textiles, hand tools, fasteners & machine components, printing and packaging
- ◆ WASME will assist in setting up excellence centers, common facility centres, labs etc.

- ◆ WASME and RMRDC to sign MOU of Cooperation for the promotion & development of MSMEs of Nigeria through various services offered by WASME

The delegation visit ended on January 25, 2025, with a series of strategic meetings held under the supervision of WASME about various opportunities available for cooperation and partnership between WASME & their respective organizations to promote and develop MSMEs in their respective countries.

Niger

- ◆ Promotion & development of MSMEs in agriculture, food processing, fragrance & essential oil etc.



Different types of agriculture machinery and equipment used in plugging and harvesting showcased during AgriProgress Expo 2024



WASME at 16th Bangladesh International Plastics, Printing, and Packaging Industrial Fair (IPF), Dhaka

100% reimbursement*
Of Exhibition Participation Cost

under the IC Scheme of Ministry of MSME, Govt of India
Official India Pavilion
THE 16TH BANGLADESH INT'L
**PLASTICS, PRINTING
& PACKAGING**
INDUSTRY FAIR

Funded by
Ministry of Micro, Small and Medium Enterprises,
Government of India

Nodal Body
World Association for
Small and Medium
Enterprises (WASME)
(AN INTERNATIONAL ORGANISATION)

24-27 January 2024 | **ICCB Dhaka, Bangladesh**

The 16th Bangladesh International Plastics, Printing, & Packaging Industrial Fair (IPF) held in Dhaka from January 24th to 27th, 2024, proved to be a significant international platform for collaboration, business development, and knowledge exchange. Led by Dr. Sanjiv Layek, Executive Secretary of the World Association for Small and Medium Enterprises (WASME), a delegation of 20 MSME India Units actively participated, contributing to substantial business generation and fostering strategic collaborations. The event showcased the global competitiveness of the Indian MSME sector and strengthened bilateral relations between India and Bangladesh. This report provides an in - depth analysis of key interactions, strategic collaborations, knowledge exchange, and the impact on bilateral relations.

- I. **Introduction:** The 16th Bangladesh IPF, organized by the Bangladesh Plastics Manufacturers & Exporters Association (BPMEA), brought together over 500 participants from various countries, including China, Malaysia, India, Taiwan, Africa, the Middle East, and Egypt. The participation of 20 MSME India Units, led by WASME, played a crucial role in facilitating international collaboration and showcasing the capabilities of the Indian MSME sector.
- II. **Delegation Leadership:** Dr. Sanjiv Layek, Executive Secretary of WASME, played a pivotal role in leading the delegation and fostering collaboration between Indian MSMEs and global counterparts. His leadership was instrumental in representing the interests of the Indian MSME sector on the international stage.



- III. **International Participation:** The IPF 2024 witnessed a diverse range of exhibitors, creating a global platform for networking and knowledge exchange. The participation of countries like China, Malaysia, and India allowed for fruitful discussions and potential partnerships in the plastics, printing, and packaging industries.



IV. MSME India Units Participation: The 20 MSME India Units showcased their innovative products and engaged in meaningful interactions with exhibitors from around the world. This not only facilitated knowledge transfer but also led to significant business generation, contributing more than 100 crores to the Indian economy.



V. Business Generation: The IPF 2024 resulted in substantial business generation for the 20 MSME India Units, indicating the economic impact of international collaborations. The cumulative contribution of these units demonstrated the potential growth avenues resulting from participation in such international fairs. These 20 MSME units, under the leadership of WASME, actively participated in the IPF 2024, showcasing their innovative products and contributing to the success of the event.

VI. In-Depth Analysis of Key Interactions: The interactions between the MSME India Units and exhibitors from around the world were diverse and strategically significant. These engagements provided a platform for technology transfer, best practice sharing, and potential partnerships, contributing to the global competitiveness of Indian MSMEs.



VII. Strategic Collaborations and Agreements:

The IPF 2024 served as a catalyst for forging strategic collaborations and agreements beyond immediate business transactions. Memorandums of Understanding (MoUs) were explored, facilitating future collaborations in research, technology transfer, and joint ventures, enhancing the global footprint of Indian MSMEs.



VIII. Knowledge Exchange and Skill Development:

Participation in the IPF facilitated robust knowledge exchange and skill development opportunities for the MSME India Units. Insights into global trends, emerging technologies, and best practices in the plastics, printing, and packaging industries are expected to have a lasting impact on the participating units.



IX. Showcasing Indian Innovation & Sustainability:

The emphasis on eco-friendly practices, recyclable materials, and energy-efficient processes by the MSME India Units showcased their commitment to sustainability. This aligns with the global shift towards responsible business practices and positions Indian MSMEs as contributors to international sustainability goals.



XI. Recommendations for Future Participation:

Based on the success of the 16th Bangladesh IPF, future participation of Indian MSMEs in international fairs should be actively encouraged. Government and industry bodies should continue to support such initiatives, as they play a crucial role in promoting exports, technology transfer, and global collaborations.



XII. Dr. Sanjiv Layek's Panel Discussion: Dr. Sanjiv Layek's participation in the panel discussion on "Digital Bangladesh to Smart Bangladesh" showcased India's perspectives on digital transformation. His presentation in Bengali demonstrated cultural sensitivity, fostering a deeper connection between India & Bangladesh.



XIII. WASME Bangladesh Chapter President's

Contribution: Mr. S.M. Zillur Rahman, President of WASME Bangladesh Chapter, added significance to the event with his active participation & insights. His contributions in discussions & interactions further strengthened the ties between India and Bangladesh, fostering camaraderie among participants.



XIV. Impact on Bilateral Relations: The active participation of WASME's leadership in both business engagements & intellectual discussions underscores the organization's commitment to fostering strong bilateral relations. These efforts contribute significantly to cultural understanding & strategic alignment between India and Bangladesh.

XV. Recommendations for Future Engagements:

Future international events should continue to provide platforms for intellectual discourse. Encouraging leaders to share insights in local languages enhances engagement and demonstrates a genuine commitment to understanding and contributing to the cultural fabric of the host country.

XVI. Enhancing Bilateral Engagement Beyond the Exhibition:

- 1. Multilingual Expertise at Panel Discussion:** Dr. Sanjiv Layek's linguistic convergence resonated with the audience & fellow panelists, fostering a deeper connection between India & Bangladesh.
- 2. Grand Reception by WASME Bangladesh Chapter:** Mr. S.M. Zillur Rahman's reception cum dinner party facilitated informal interactions, symbolizing the warmth & camaraderie between India & Bangladesh.
- 3. Interactive Visit to IPF 2024:** Mr. S.M. Zillur Rahman's proactive engagement beyond formal settings signifies the commitment of WASME to foster lasting partnerships.

XVII. Conclusion: The dynamic involvement of WASME's leadership, both in business interactions & intellectual discussions, has added immense value to the 16th Bangladesh IPF 2024. These interactions not only deepen bilateral ties but also position WASME as a key player in fostering collaborative efforts between India & Bangladesh. The combined efforts of Dr. Sanjiv Layek & Mr. S.M. Zillur Rahman have left a lasting imprint on the cultural & professional connections between the two nations, transcending the formalities of the exhibition & enriching bilateral relations.

UN SCAN



WHO

WHO introduces the Health Technology Access Pool

The World Health Organization (WHO) announces the Health Technology Access Pool (HTAP) as the successor to the COVID-19 Technology Access Pool (C-TAP).

C-TAP was launched in May 2020 by WHO, the Government of Costa Rica and other partners to facilitate equitable and affordable access to COVID-19 health products for people in all countries. The platform provided a much-needed forum for technology partners to voluntarily share intellectual property, knowledge, and data in order to accelerate technological innovation and expand access to COVID-19 tools.

Despite the challenges faced in establishing a novel mechanism during a pandemic with limited resources, C-TAP secured 6 transparent, non-exclusive global licenses involving 15 technologies that span R&D tools, diagnostics, and vaccines – including the first from a private manufacturer. HTAP builds on the foundation laid by C-TAP while incorporating structural, process and other changes that will enable it to attract and support a diverse range of priority technologies more effectively.

“Equitable access to essential health products is an essential part of universal health coverage, and of global health security,” said Dr Tedros Adhanom

Ghebreyesus, WHO Director-General. “Building on what we have learned from C-TAP, the Health Technology Access Pool is an important step towards more equitable access to a broad range of health products through the sharing of intellectual property, knowledge and scientific innovation.”

HTAP will promote access to health products that respond to public health priorities including pandemic preparedness and with relevance during and outside health emergencies. This approach will amplify the public health value of HTAP investments as well as the attractiveness of licensed technologies to recipient manufacturers by realizing greater market opportunities and financial sustainability. The announcement on the licensing of a rapid diagnostic test platform technology serves as an example of such an approach.

Later in the first quarter of 2024, WHO will publish further details on how HTAP will operate and the technologies it will target.

The official launch of HTAP is planned for the second quarter of 2024. In the interim, WHO will adopt the principles and approach described above in evaluating opportunities to secure health technologies and expand regional or global production capacity.

Source: <https://www.who.int/news/item/31-01-2024-who-introduces-the-health-technology-access-pool>

ABOUT WASME

WASME is an International Non-Governmental Organization that has observer and consultative status with many UN agencies, such as UNIDO, UNCTAD, UNICITRAL, WIPO, ILO, ECOSOC, UNESCAP, ITC, and UNESCO. Additionally, WASME has several inter-governmental and international organization affiliations. It has been striving to stimulate, foster, promote, and coordinate international cooperation for the growth & development of MSMEs.

WASME was founded in 1980 with the goal of supporting MSMEs in member countries. We have achieved this through our strong association with local government bodies, regional authorities, international linkages, civil societies, SMEs, etc. We are continuously working to improve our innovative and sustainable framework so that we can better serve MSMEs around the world.

WASME's vision is further realized and advanced with the consistent support of its large base of member representatives in over 100 countries.



WASME's focus is on MSMEs by providing technology transfer and trade promotion through international/regional conferences/workshops/seminars. WASME also organizes programs on various important issues for the growth of MSMEs such as IPRs, Skill Development, Certification & Accreditation, ICT, Marketing, Global Supply Chain, Technology Transfer, Entrepreneurship development, quality control, AI, Machine learning, robotics, etc.

WASME also publishes monthly "World SME News" which features developments in the MSME sector from around the world, as well as a fortnightly e-newsletter called the "SME e-Bulletin". These two organs act as a way to disseminate information among members and advocate for sustainable and regenerative MSME development and growth.

CORE ACTIVITIES



Articulating concerns and interests of MSMEs at various national and international level.



Developing relationship between MSMEs in developed and developing countries by encouraging enterprise-to-enterprise cooperation in the area of skill development, technology transfer and export;



International cooperation by networking with MSME promotion organisation at national and international level.



Enlarging collaboration with UN agencies and international organisations.



Capacity building of MSMEs through seminar, EDP and skill development programmes.



Information dissemination on technology, export, marketing, match making etc. in MSME sector.



Carrying out research and studies on national/international issues confronting MSMEs.

MEMBERSHIP SERVICES

WASME has members in different countries across the world. Member constituents represent industrial promotional organizations of various types and come from highly industrialized, developing and transition economies, as well as least developed countries. WASME has a broad membership spectrum that includes:

Categories

General Members

- ◆ Ministries/ Government Departments
- ◆ Public Sector Undertakings/Semi Government Organization
- ◆ Export Promotion Councils/ Trade Councils
- ◆ Financial Institutions/ Banks/ NBFCs
- ◆ SME Promotion Organization/Enterprise Development Organization

Chambers/ Industry Associations/ SME Associations

International & Regional Federations/ Associations

Associate Members

- ◆ Corporations, Consulting Firms
- ◆ Partnership/ Proprietorship/ LLP etc
- ◆ Research Institutes/ Technical Institutes/ Universities
- ◆ Individual Consultants/ Experts/ Students
- ◆ NGOs/ SMEs etc.

Associate Membership-Indian Chapter

Any General Member or Associate Member who is willing to be Permanent Member of WASME

Benefits to Members

Collaborating with other members on issues of common interest to enable local SMEs gain access to a variety of advantages, such as:

- ◆ Making advantage of a vast network of WASME to create new alliances
- ◆ Building a global network and making your voice heard
- ◆ Globally promoting your company using WASME marketing platforms
- ◆ Possessing the chance to organise or present at WASME Global Conferences, Seminars, Exhibitions, events, and programmes
- ◆ Having your interests represented at multilateral organizations including UN organizations, national and international forums etc.
- ◆ Sharing your opinions and ideas in WASME publications
- ◆ Get access to WASME Resource Centre of Knowledge, Experts, Technology, Trade Facilitation, Financial Assistance, Market Linkage etc.
- ◆ Get tailor made services and support

For more information visit our

Website: www.wasmeinfo.org

Contact: membership@wasmeinfo.org

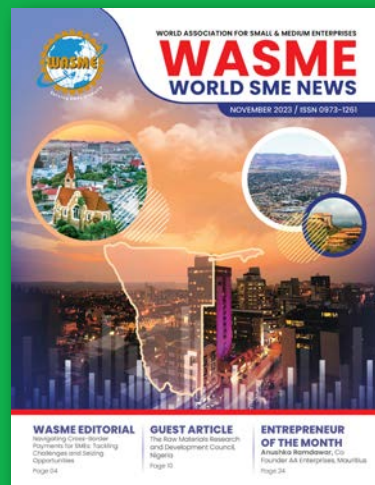
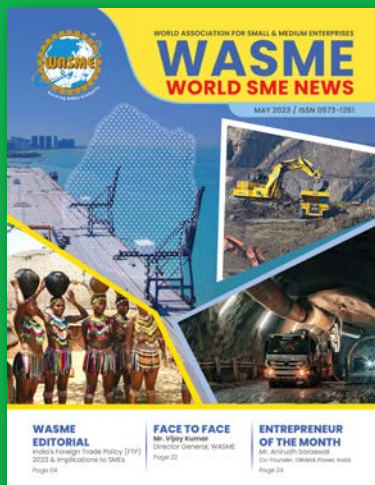
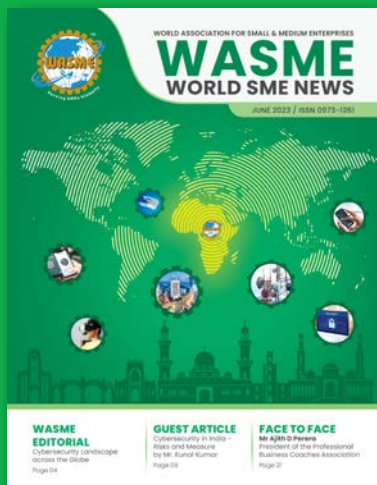
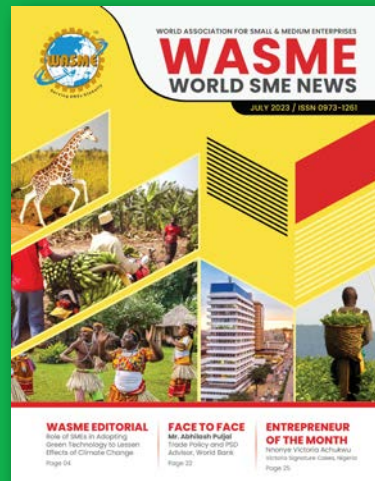
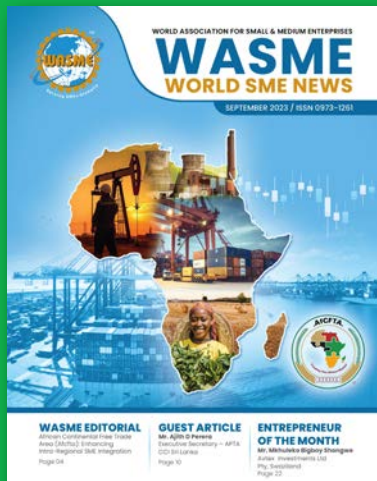
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We don't entertain cash for any membership activity / event / sponsorship / Exhibitions or other related activities. Cheque in favour of "World Association for Small and Medium Enterprises" payable at Noida / Delhi or NEFT/RTGS.

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