



World Association for
Small and Medium
Enterprises (WASME)

Country Partner
Ethiopia



Powered by

Heylin[®]
Spark

INTERNATIONAL AMBASSADOR MEET 2024

Unlocking Opportunities: The WASME International Ambassador Meet 2024 -
"Africa: The Gateway for Asia, America, Europe, and the Middle East"



February 23, 2024



Embassy of the Federal Democratic Republic Of Ethiopia
New Delhi

Comprehensive Report

Digital Signage Partner



Supporting Partners



1. Lamp Lighting Ceremony:

The event commenced with a traditional lamp lighting ceremony symbolizing the illumination of knowledge and collaboration.. The dignitaries present at the ceremony included:

- H.E. Mr. Demeke Atnafu Ambulo, Ambassador, Embassy of Ethiopia
- Dr. Sanjiv Layek, Executive Secretary, WASME
- Shri Bivash Ranjan IFS, Ministry of Environment & Forest, Govt. of India
- Er Ramesh Kumar Senior Advisor, WASME
- Mr Rony Banerjee Advisory Council Member, WASME
- Mr Shubham Sharma Advisor, WASME



2. Welcome Address by Dr. Sanjiv Layek, Executive Secretary, WASME:

Dr. Sanjiv Layek extended a warm welcome to all guests, dignitaries, partners, and exhibitors. He outlined the event's format and highlighted WASME's vision of empowering MSMEs in India through access to credit, technology, and market access. Additionally, he emphasized WASME's commitment to international cooperation and its vision of transforming Africa through innovation and technology.



3. Keynote Address by H.E. Mr. Demeke Atnafu Ambulo, Ambassador, Embassy of Ethiopia:

H.E. Mr. Demeke Atnafu Ambulo delivered a keynote address focusing on Africa's evolution and opportunities. He invited Indian MSMEs to invest in Ethiopia and emphasized the potential for collaboration between the two nations.

4. Participation Overview:

- 27 countries were registered for the event, with 12 countries participating, including 6 Ambassadors and diplomats.
- Approximately 150 individuals were registered, with over 120 participants attending.
- Three Ambassadors expressed interest in replicating similar engagements in their respective countries.



5. Future Engagements:

- The Ethiopian Ambassador extended an invitation for a delegation to interact with the Industry Minister of Ethiopia at the Embassy of Ethiopia on March 27, 2024.
- The Ambassador expressed interest in visiting WASME headquarters upon invitation
- Assurance of support from the Ambassador for organizing ICSME 2024 in Addis Ababa, Ethiopia.



6. Panel Discussions and Felicitation Ceremony:

Two panel discussions were held, one for Ambassadors and another for entrepreneurs and MSMEs. WASME also conducted a Felicitation Ceremony for MSMEs, honoring 158 recipients.



Panel Discussion 1 – Africa's Economic Renaissance: Opportunities and Challenges

Moderator: Er Ramesh Kumar Senior Advisor, WASME

- H.E. Ermino Augusto Ferreira High Commissioner, High Commission of the Republic of Mozambique
- H.E. Brig. Gen. Felix Diallo Ambassador Designate, Embassy of Mali
- Mr Ernest Nana Adjei Minister-Counsellor / Political and Economic , Ghana High Commission
- Open Session

Panel Discussion 2 - "Exploring Business Opportunities and Collaborations for Indian MSMEs in Africa"

Moderator: Rony Banerjee Senior Advisor, WASME

- Shri Bivash Ranjan IFS, Ministry of Environment & Forest, Govt. of India
- Dr C.S.Rao Mining Expert
- Ms Nirja Bhatnagar, National Programme Director, Sulabh International
- Mr Ashok Narayanan Director - International Business, Agribid Dubai
- Mr Prakash Chandra Sharma Vice President, Centre for Civilization Studies
- Mr Deepak Sharma Director, QA Education Solutions Pvt Ltd

7. African Countries Presentations:

African countries presented offers, and entrepreneurs showcased how they could support African governments in empowering their economies and SMEs. Moderator: Er Ramesh Kumar Senior Advisor, WASME.

- Embassy of Ethiopia
- Embassy of Togo
- Mr. D.K.Srivastava Dairy Expert
- Mr. Deepak Sharma Director, Q Academy
- Dr Shaqeel Naqvi Steel Expert
- Dr Raj Dravid Africa Expert
- Mr. Harpreet Singh IT Expert
- Mr Rohit Kumar Director, UDTL
- Dr Nikhil Agarwal Chief Executive Officer – IIT Kanpur FIRST & AIIDE
- Mr Mukesh Sinha Director, OSEL
- Mr. Siddharth Godayal Asst. General Manager, UDTL
- Mr Ajay Garg Director, Raypure Pvt. Ltd
- Er. Ashwinder Lamba Automobile Expert
- Dr Biswaroop Roy Chowdhury Managing Director, Dynamic Memory Pvt. Ltd



8. Additional Engagements:

- The Ambassador expressed a desire to visit WASME once he is invited.
- Assurance of support from the Ambassador for organizing ICSME 2024 in Addis Ababa, Ethiopia.
- One diplomat will be part of WASME's International Women's Day event on March 8, 2024.
- Several African experts were invited to support WASME in obtaining projects and assisting WASME members.

9. Start-up Exhibition: 25 startups from SIIC IIT Kanpur and other companies participated in the event, showcasing their innovative products and solutions. The idea is to transform African Union countries through innovation and technology.

10. Feedback: The event received highly positive feedback in writing, with members, partners, and delegates expressing satisfaction with the proceedings.

11. Partners:

- Country Partner: Ethiopia
- PR Partner: Heylin Spark
- Digital Signage Partner: OSEL
- Supporting Partners: HIIMS, Q Academy, UDTL, The Leader

The International Ambassador Meet 2024 was a resounding success, fostering meaningful dialogue, collaboration, and partnerships between nations and organizations. It served as a testament to the importance of international cooperation in advancing the interests of MSMEs and promoting economic development on a global scale.



World Association for Small and Medium Enterprises
(WASME)

Ph:9911500858 | E-Mail:info@wasmeinfo.org | website: www.wasmeinfo.org

World Association for Small and Medium Enterprises
International Secretariat: WASME House, Plot No. 4, Sector- 16-A,
Institutional Area, Noida, Gautam Buddha Nagar-201301, Uttar Pradesh, India
Follow us:



