



NEWS HOME DEVELOPER ENTERPRISE

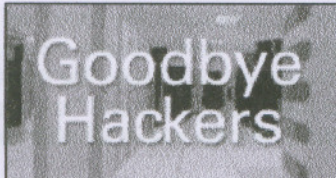
Newsreports Trends & Analysis Columns

CyberTimes Newsletter | Help | Feec

Search [ ] in [Entire CIOL Network] Go [Advanced Search] [CIOL Network Sites]

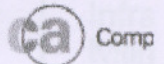
Welcome Ribu

Advertisement



Not Just Protection, but Business Enablement

eTrust. Security Management Software.



Home > Top Story > Indian SME's to foray into Europe

### Indian SME's to foray into Europe

The forum help IT SMEs to look forward to forging partnerships and identifying new opportunities in the European market by establishing first level contacts with an all-European Delegation, who will be present at the Indo-European IT SME Forum.

Tuesday, March 23, 2004

BANGALORE: SME's in Bangalore can look forward to forging partnerships and identifying new opportunities in the European market by establishing first level contacts with an all-European Delegation, which will be present at the Indo-European IT SME forum to be held in Bangalore on March 25, 2004. The forum will unveil opportunities and help SME's develop international business partnerships.

This forum organized by ITSMA (Interactive Technology, Software and Media Association) and co-sponsored by the European Commission will highlight and take forward the assistance & development of the small and medium IT enterprises.

ITSMA liaises and networks with businesses and institutions involved in the development of technology and software through networking, advocacy, developing business partnerships and international expansion.

"ITSMA has put together a single forum that will allow SME's to launch their European market access initiative here in Bangalore. The forum will focus on a variety of aspects including novel strategies for market access, Doing Business with India - Reality and Myths, Building better EU-India Partnerships in the interactive technology industry, maturity curve and opportunities for sub



Advertisement

contracting while elaborately discussing other key concerns and issues and looking at possible solutions," said Surbhi Sharma, Secretary General, ITSMA.

"This is a pioneering initiative taken by an association and we look forward to more SME's venturing into Europe. The availability of world-class talent with strong algorithmic makes India an ideal partner and we wish to leverage this opportunity to provide the right platform for SME's," said Phillip Wacker, Secretary General, European Multimedia Forum.

The delegation will consist of senior representatives from EMF (European Multimedia Forum), GAIA (Association of Electronics and Information Technology Industries of the Basque Country, Spain), Distretto (IT Association in Rome, Italy) and from the consulting firm TESEO (Technical Support For European Organizations) among others.

The forum will witness a panel discussion on "Indo-EU partnership", which will have recognized experts sharing their knowledge, insights and interacting with the SME's on specific queries. The forum will also have an award ceremony in the evening where three Indian companies will receive "The European Seal of Excellence in Multimedia" constituted by EMMAC (European MultiMedia Associations' Convention).

To register, log on to [www.itsmaindia.org/registration](http://www.itsmaindia.org/registration) or call 25591117 / 51135380.



Send your feedback



Email this article



Print this article

How do you rate this article ?  1  2  3  4  5

■ TODAY'S NEWS

- ▶ [Yahoo! for the Russians](#)
  - ▶ [EFI sells Unimobile to VeriSign](#)
  - ▶ [Philips to woo Indian mkt with pricing](#)
  - ▶ [Gail, Tata, VSNL mull telecom hub](#)
  - ▶ [US impels China to crack piracy, buy SW](#)
- [More news](#)

Co  
Yo  
Envir

Ch

Uni  
Infra  
Man  
Sc

Comput  
ca.com

C  
SME  
Paisa  
LOGI

HOT  
Business D  
Manager  
Key Skills: E  
Developer, ,  
Manager  
Experience:  
Location: Be  
Click here  
▶ Search I  
TECH S



voice calls c  
Internet con  
similar to an  
conventiona  
one-time co  
phone par  
easily config  
individual be  
friendly feat