

For SMEs only

ITSMA (Interactive technology Software and Media Association), has announced two new initiatives to enable growth and opportunities for Indian IT SMEs. The association has partnered with EMF (European Multimedia Forum) to launch an International Multimedia Accelerator for India. The initiative aims to obtain funding for certain R&D programmes from various existing fund organisations like AsiaInvest and others. The second initiative called "Patent" will be in partnership with GAIA (Telecommunications association of the Basque region) would primarily look at identifying IT SMEs here who have developed unique and innovative technology or IP and then helping them take it across the markets and also in helping them build on their IP strengths further.