



TRADE FAIRS IN GERMANY

BEST OPPORTUNITY FOR INDIAN MSME TO STRIKE BUSINESS IN GERMANY

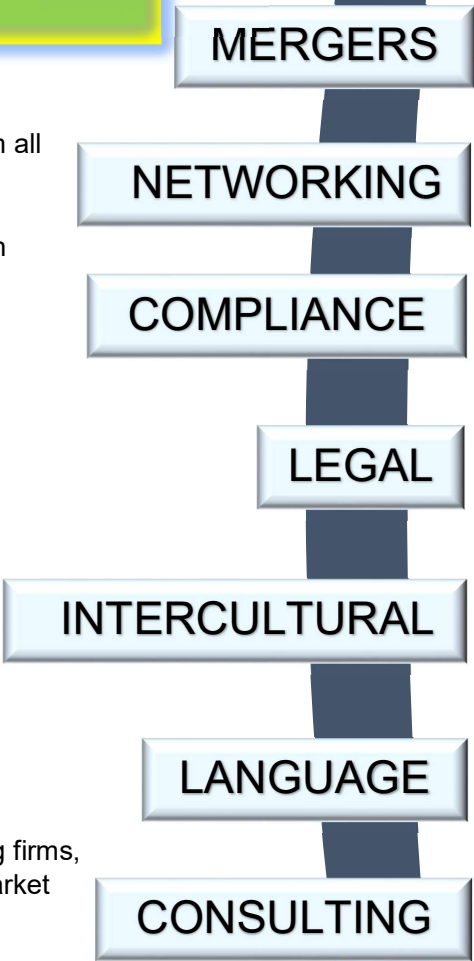
Trade fairs in Germany are very popular among exhibitors and visitors from all over the world. For in business-to-business marketing, German industry continues to rely heavily on face-to-face communication and real product presentations. Germany displays 2/3rd of the world's leading trade fairs with 186 international trade fairs and 85% exhibitors are SMEs.

Benefits for Indian MSMEs:

- **Marketing of products and projects.**
- **Closer interaction between technology seekers and offerors.**
- **Development of mutual contact to discuss all issues involving technology transfer, technical collaboration.**
- **Face to face meetings there increases chances for better yield, which allows MSMEs to expand their business with proper strategies resulting in higher growth.**
- **With strategies applied efficiently, less money and time is wasted for business generation.**

Kontakt India is one of India's leading full-service Management Consulting firms, offering innovative and tailor-made solutions for companies looking for Market entry and expansion in European Market.

We are the official representative of the **German Mittelstand through the German Federal Association of SME's (BVMW)**. We have direct access to more than 600,000 SMEs in Germany. The fact that we are also the only authorized company representing the European association of SMEs, Confédération Européenne des Associations de Petites et Moyennes Entreprises (CEA-PME) consisting of more than 1 million companies gives us the unique leading edge.



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