



## Press Release

The National Institute for Entrepreneurship and Small Business Development (NIESBUD) and World Trade Centre India Services Council (WTCS) has entered into a cooperation agreement to promote trade and commerce for the Micro, Small and Medium Enterprise (MSME) sector in India.

The World Trade Centers Association

(WTCA) stimulates trade and investment opportunities for commercial property developers, economic development agencies, and international businesses looking to connect globally and prosper locally. The association serves as an 'international ecosystem' of global connections, iconic properties, and integrated trade services under the umbrella of a prestigious brand.

The exclusive 'World Trade Center' and 'WTC' branded properties and trade service organizations are located in more than 90 countries and

supported by 15,000 WTC professionals that deliver integrated, reciprocal resources to solve your business needs.

Being a member of WTC Association, the WTCS has access to a large database of buyers and sellers, products and markets and thereby would help in promoting trade and commerce for its members. The agreement would enable exchange of information on various products, markets, buyers & sellers for benefit of MSME.

Under the agreement, WTCS will focus on trade promotion in the form of arranging events and delegations, holding conferences, seminars, training and providing incubation facilities and various opportunities for global connect.

WTCS and NIESBUD will provide training in the form of entrepreneurship development and upskilling of domestic enterprises to facilitate export promotion by providing various services, information, certifications and data for smooth operations.

The World Trade Centre will promote trade and business under one roof. It would be a Hub for export oriented, financial and allied services which would cover all major cities through the 'Hub & Spoke' model. It will help micro, small and medium enterprises in accessing overseas markets for their products and services. MSMEs will get benefits of

robust and most modern infrastructure facilities and world-class services by World Trade Centre.



