

International Conference: 'Interactive Dialogue : Contemporary Business Issues in BRICS Countries'

IICA and BRICS Chamber of Commerce & Industry (BRICS-CCI) jointly organised a **Conference - 'Interactive Dialogue – Contemporary Business Issues in BRICS Countries'** on January 30, 2015.

The conference was organised for delegates from BRICS (Brazil, Russia, India, China and South Africa) nations at the Russian Centre of Science and Culture (RCSC) at New Delhi. The Indian delegation of 70 SMEs led by Centre for MSME, IICA, had an exclusive interactive dialogue with business delegates from the BRICS nations under the umbrella of IICA.

The key speakers present at the conference were **Dr. Navneet Sharma**, Associate Professor, School of Competition Law and Market Regulation and **Mr. Rajesh Batra**, Head, Centre for MSME, from the IICA, **Dr. B.B. L. Madhukar**, Secretary General from BRICS CCI, **Ms. Tatyana Seliverstova**, Head of the International Department, Russian Union of Youth, Russia, **Ms. Yang Lifei**, Project Manager, Engineering Department of the Third Business Division, State Grid Company in China, **Ms. Betty Matseba Mologadi**, Director, Vocational Development Programmes from South Africa and **Mr. Alexie Ezhov**, CEO, of Giproplast Engineering, Russia.

The key note address was delivered by Dr. Navneet Sharma, who discussed the constraints faced by BRICS nations in business deals, unemployment etc. Mr. Rajesh Batra made a presentation on *'Understanding Business Opportunities in India with respect to MSME Sector'* and shed light on the issues and challenges that impact MSMEs, government supported schemes for MSMEs and salient features of the Make-in India campaign.

The IICA and BRICS representatives set a collaborative target of providing Indian MSME sector a quick insight into upcoming trade opportunities within the BRICS nations. The Conference was a landmark in the global initiative towards accelerating MSME growth and linking them with the large scale industrial segment. It also emerged as an extremely successful effort in promoting the networking of MSMEs within the BRICS nations towards mutual benefit.