

IAMAI and IndiaMART.com Announce First Ever Conference on ICT for SMEs

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New Delhi, 30 June 2009: The Internet and Mobile Association of India (IAMAI) and IndiaMART.com, India's largest online B2B marketplace are organizing a first of its kind conference on "ICT for SMEs" to focus on technology-driven growth avenues for the small and medium enterprise (SME) sector.

The one-day conference, to be held on July 10th in New Delhi will provide SME's owners and managers the opportunity to understand and choose the right technology for their respective growth plans.

Among a host of relevant issues, speakers at the conference will shed light on potential barriers to technology adoption by SMEs which effectuate issues like operational flexibility, reaching potential clients globally, competitiveness in domestic market and boosting ROI with minimum resources. IAMAI President - Dr Subho Ray said, "Since SMEs are the largest source of employment in India, it becomes imperative for us to build and equip them with the latest and available technologies so that they can achieve their business objectives and run their businesses effectively. Being the nodal body of India's internet and mobile industry, it gives us immense pleasure to be able to play a constructive role for the SME sector".

"Given the humongous base of SMEs that India has, it is only imperative that they be encouraged and hand-held for better adoption of ICT. This conference will go a long way in exhorting SMEs to graduate to the next level", said Dinesh Agarwal, Founder and CEO of IndiaMART.com.

The conference will have distinguished speakers like Mr. Dinesh Rai, Secretary, Ministry of Micro, Small and Medium Enterprises (MSMEs), Government of India, Mr. Dinesh Agarwal, Founder and CEO of IndiaMART.com, Mr. Shekhar Kirani, Vice President, VeriSign, Mr. Ramraj Pai, Director-SME Ratings, CRISIL, Mr. Rajiv Sodhi, Director, Emerging Geographies, Microsoft India, Mr. Gurmukh Singh, Head Business Marketing, Intel South Asia, Mr. Sugata Sarkar, Group Business-Director, IMRB, Mr. Harish Bahl Founder & Chief Executive Officer, Smile Interactive Technologies Group, Mr. B. Muralikrishnan Director- Category & Product Management, eBay India.

For more information please visit: iamai.in/events/ICT/index.htm

About IndiaMART.com

IndiaMART.com is India's largest online B2B marketplace connecting global buyers with suppliers through business directories, online product catalogs, buy-sell offers, industry specific marketplaces, printed media and trade shows participation.

Founded in 1996, the company has a presence in over 100 cities pan-India. With approximately 1000 employees, IndiaMART.com offers an extensive range of value-added products and services to over 500,000 members and over 5 million global buyers across industries and verticals.

IndiaMART.com has won numerous awards over the years including Red Herring 100 Asia & Emerging India and the company has been widely covered by media such as CNBC, BBC, BusinessMoney, CNN, Businessworld, Economic Times, Financial Express, etc. Its existing investors include Intel Capital and Bennett, Coleman & Co. Ltd. (Times Group), India's largest print media group.

For more information, please visit: www.indiamart.com/press-section/

About IAMAI

The Internet & Mobile Association of India (IAMAI) is a not-for-profit industry body registered under the Societies Act, 1896. Its mandate is to expanupgradation and enhance the online and mobile value added services sectors. It is dedicated to presenting a unified voice of the businesses it represents to the government, investors, consumers and other stakeholders. The association addresses the issues, concerns and challenges of the Internet and Mobile economy and takes a leading role in its development.

For more information, please visit: www.iamai.in

Media Contact:

IndiaMART.com
Arun Tyagi
Marketing and PR
Mobile: + 91 - 9711003832
Tel: + 91 - 120 - 6777777, 3911000
Fax: + 91 - 120 – 2424943
E-mail: pr@indiamart.com

Internet and Mobile Association of India (IAMAI)

Kalyan Biswas
Mobile: +91-9971768811
Tel: +91-11-4657 0328
E-mail: kalyan@iamai.in

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