



# ఆంధ్ర ప్రదేశ్ ANDHRA PRADESH

MSME  
EXPORT  
DEVELOPMENT  
CONVENTION  
2025

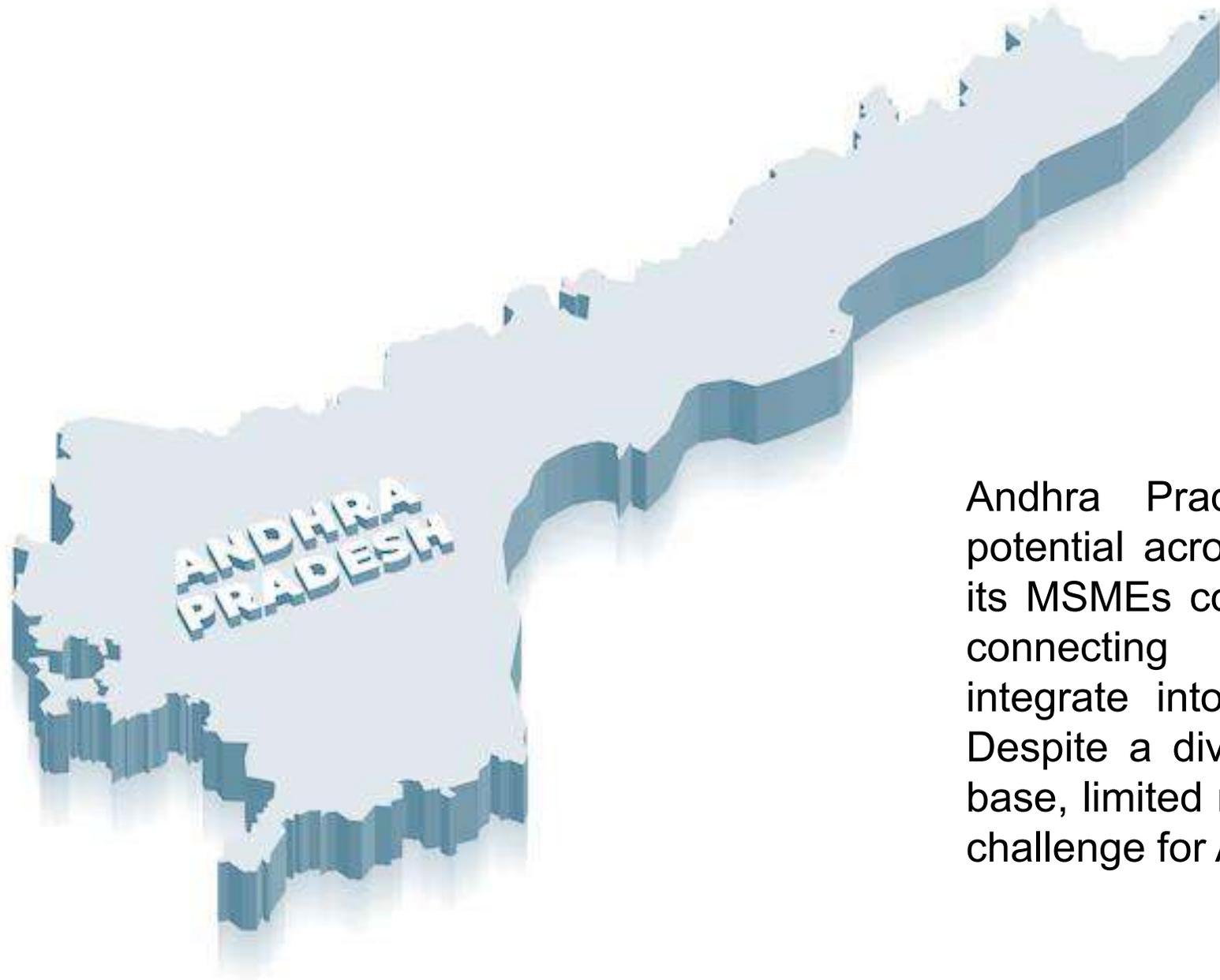


REVERSE  
BUYER SELLER  
MEET  
2025



Fairfield by Marriott  
Visakhapatnam, Andhra Pradesh  
8<sup>th</sup> - 10<sup>th</sup> November 2025

*under RAMP Scheme*



Andhra Pradesh holds strong export potential across key sectors, yet many of its MSMEs continue to face constraints in connecting with global buyers and integrate into international value chains. Despite a diverse and competitive export base, limited market access remains a key challenge for Andhra Pradesh MSMEs.



# AP MSME Export Development Convention 2025

- The event was planned and organized in format of a Reverse Buyer-Seller Meet (RBSM) in Visakhapatnam, Andhra Pradesh, aiming to facilitate structured, outcome-oriented interactions between Indian MSMEs and prospective international buyers travelled to India from across the world.
- This event served as a strategic platform to promote exports, enhance market linkages, and strengthen the visibility of Andhra Pradesh-based enterprises across key sectors. It is designed to align with national objectives of MSME promotion, capacity building, and trade facilitation under the Raising & Accelerating MSME Performance (RAMP) Scheme – Andhra Pradesh, while showcasing the state's industrial capabilities and fostering sustainable business partnerships.
- India SME Forum, as the implementing organization was supported by AP MSME Development Corporation for executing this outstanding event.

The Export Convention at Visakhapatnam, Andhra Pradesh on 8<sup>th</sup> – 10<sup>th</sup> November 2025, facilitated a vibrant platform for business engagement, drawing over 300 Indian MSME Suppliers and attendees to the event.



The Convention witnessed the participation of 32 international buyers representing 13 countries, including major markets such as Russia, Zimbabwe, New Zealand and Ghana.

# Objectives

- Enable networking opportunities and meaningful collaborations
- Gain insights into market expectations and demands for Indian suppliers
- Facilitate engagement through targeted matchmaking for one-on-one meetings
- Promote sourcing high-quality, original Indian products from potential sellers/ suppliers
- Foster sustainable, long-term partnerships among authenticated buyers and verified sellers
- Drive Indian exports by facilitating trade linkages and expanding MSME access to global value chains



# Event Overview

Approximate Value of Deals in USD

18+M

32

Authentic International Buyers

Deal Memos Signed

36

13

Countries from Target Markets

B2B Meets

340+

280+

Verified Indian Manufacturers & Service Providers as Suppliers

Media & Press Coverage

50+

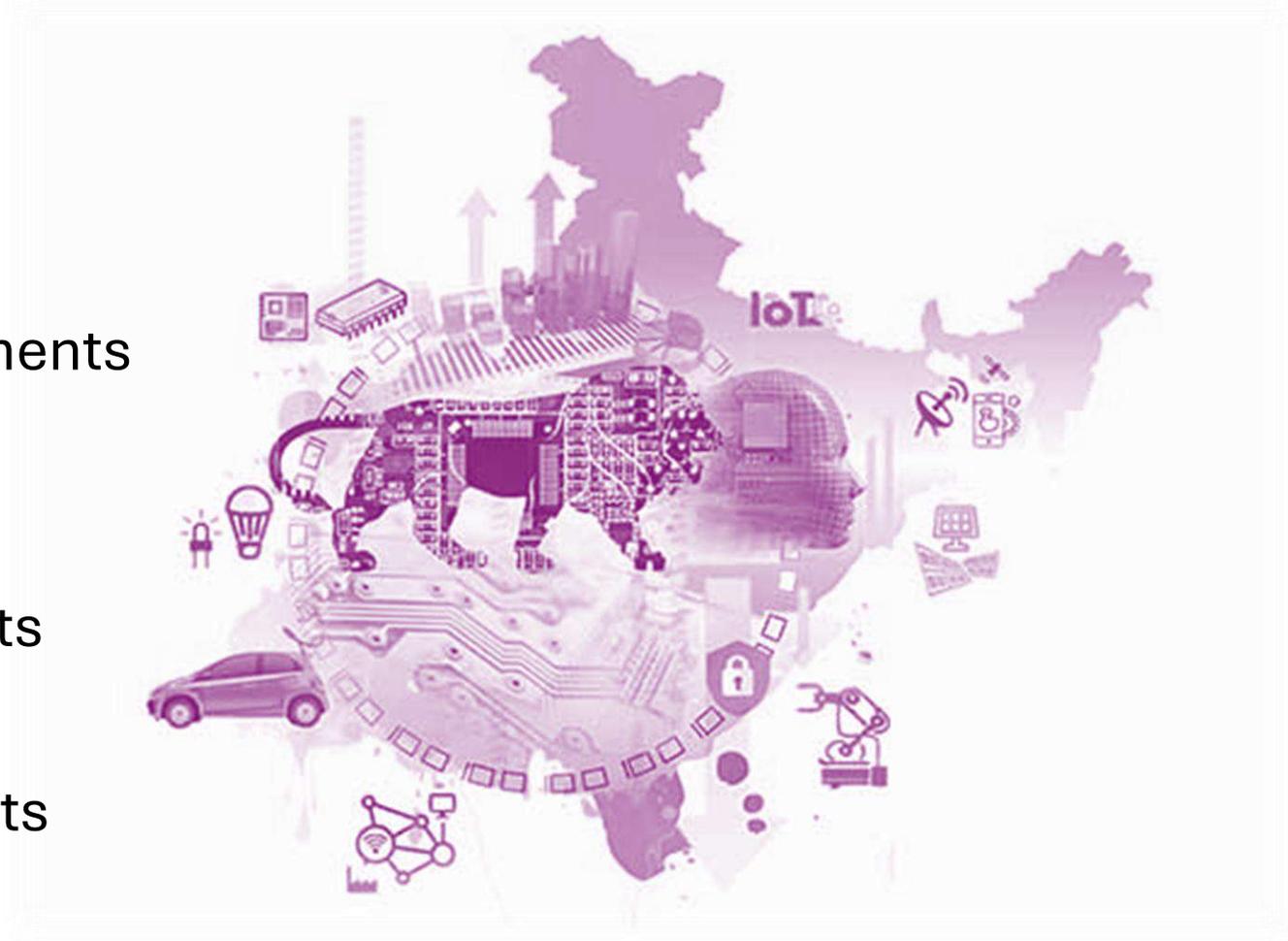
350+

New MSME Exporters in Capacity Building Sessions



# Focus Sectors

1. Engineering Goods
2. Electronics & Electrical Components
3. Drugs & Pharmaceuticals
4. Textiles & Apparel
5. Automobiles & Auto Components
6. Agro & Food Processing
7. Chemical and Chemical Products
8. Marine Product





Countries  
Participated in RBSM

# Buyer registration process

- **Outreach via International Channels:** RBSM brochure shared with Foreign Embassies, Indian Missions Abroad, and Global Trade Chambers/Associations.
- **Global Circulation:** Partners circulated the event details within their international networks.
- **Online Registration:** Interested international buyers registered through the ISF's International Trade Division website to participate.

# Seller registration process

- **Domestic Promotion & Awareness:** Event information promoted through targeted social media campaigns.
- Shared extensively across industry networks, business groups, & MSME communities.
- **Online Participation Signup:** Indian sellers registered via the ISF's International Trade Division website to confirm participation.

# Buyer Selection Criteria

- **High-potential countries were shortlisted** based on import demand, India's market share, and sector-wise opportunities for Andhra Pradesh MSMEs.
- **Buyer registrations were vetted**, including company profiles, trade licenses, and minimum import history of USD 5 million.
- **All critical documents were verified**, and buyer procurement intent was confirmed through declared interests and pre-event interactions.

# Seller Selection Criteria

- **Pre-event capacity building workshops** were conducted to enhance export readiness of Andhra Pradesh MSMEs for effective B2B engagements.
- **Seller applications were evaluated** based on Udyam registration, IEC, export track record, and sector-specific certifications.
- **Verified sellers received curated B2B matchmaking**, including one-on-one meetings aligned with buyer interests and relevant HSN codes.

# Buyer-Seller Matchmaking Process



# Registration Desk



Registration Desk for Indian Delegates, Officials and Press

# Inauguration

- Shri Kondapalli Srinivas, Hon'ble Minister for MSME, Government of Andhra Pradesh
- Sri Tammireddy Siva Sankara Rao, Hon'ble Chairman, AP MSME Development Corporation
- Mr. Vinod Kumar, President, India SME Forum



# Felicitation of International Guests



# Event Components & Agenda



Knowledge sharing Panel Discussions



Pitch Presentations by Buyers



One-on-One B2B Meetings



Open Networking

# Panel Discussion

## Empowering Exports from Andhra Pradesh: Policy Imperatives

Speakers:

- Shri. Sandeep Sanan, Ex. Director, Ideas to Impact Foundation,
- Shri. R.V. Pradhamesh, Additional Commissioner, Customs,
- Mr. Desh Raj Bhadana, Director, Mobile and Electronic Devices Export Promotion Council
- Sri Nvsn Raju, Sr Superintendent of Post offices, Visakhapatnam,
- Shri N. Ramesh Babu, Assistant General Manager (IB), State Bank of India
- Ms. Leela Rani Alla, Director, Lee Pharma Ltd
- Mr. G. Sambasiva Rao, Managing Director, Sravan Shipping Services Pvt Ltd. ,
- Mr. A Ravi Shankar, Managing Director, Elitelogix Exim Agency India Pvt limited



Moderator : Ms. Sushma Morthania, Director General,  
India SME Forum

# Buyers Pitch Presentation

All participating foreign buyers were provided **15 minutes each** to present their business overview, market focus, and sourcing requirements, enabling targeted engagement with Indian companies.



Sellers participated in sessions aligned with their products and relevant international buyer sectors and requested for B2B meetings with them.



# Buyers Pitch Presentation



# On-Spot B2B Meetings

- Total meetings conducted : 349
- Minimum meetings per International Buyer: 10 – 15

Exporters who were interested in any buyer's presentation could request a one-on-one meeting with that buyer at the International Trade Desk located outside the Pitch Hall. Each exporter was issued a unique token indicating the buyer code and the allotted time slot.



# B2B Meetings

The meetings facilitated direct seller-buyer interactions for product showcasing and long-term trade opportunities.



# B2B Meetings

In addition to preschedule B2B meetings, Sellers were allotted on-the-spot meetings with buyers **upon successful verification of their Udyam registration certificate and their business profile.**





36 Deal Memos Signed!



# Valedictory



# Sample of Deal memo

## DEAL MEMO

Date : \_\_\_\_\_ Place : \_\_\_\_\_

**International Enterprise : FIRST PARTY**

Legal Name \_\_\_\_\_

Full Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Represented by Name \_\_\_\_\_

Representative Designation \_\_\_\_\_

**Indian Enterprise : SECOND PARTY**

Legal Name \_\_\_\_\_

Full Address \_\_\_\_\_

Registration Number (ROC/ROF/UDYAM) \_\_\_\_\_

City \_\_\_\_\_ State of Registration \_\_\_\_\_

Represented by Name \_\_\_\_\_

Representative Designation \_\_\_\_\_

**Purpose and Scope of Understanding**

**Potential Deal Value in US \$**

**Next Steps to be Outlined**

Signature (FIRST PARTY) \_\_\_\_\_

Signature (FIRST PARTY) \_\_\_\_\_

# Sample of B2B Appointment Card

## MEETING INVITATION & B2B APPOINTMENT CARD

**Meeting Scheduled / Assigned by:**

ITD Rep Name: \_\_\_\_\_ Intl Invitee: \_\_\_\_\_

Signature: \_\_\_\_\_ Intl Company: \_\_\_\_\_

**Attendees:**

Intl Company: \_\_\_\_\_ Ind Company: \_\_\_\_\_

Rep Name: \_\_\_\_\_ Rep Name: \_\_\_\_\_

Country: \_\_\_\_\_ State: \_\_\_\_\_

City: \_\_\_\_\_ City: \_\_\_\_\_

Business Sector: \_\_\_\_\_ Business Sector: \_\_\_\_\_

**Particulars:**

Date of Meeting: \_\_\_\_\_ No. of Meeting slots fixed: \_\_\_\_\_

Signature: \_\_\_\_\_ Intl Company: \_\_\_\_\_

**Meeting Feedback & Outcome:**  
*(please score within - 0 as very low and 10 as very high)*

- Rate the Indian Invitee Pitch and Presentation:
- Rate the Indian Invitee Products in terms of suitability for International Market:
- Rate the Indian Invitee Products for Quality / Conformity / Certification:
- Rate the Indian Invitee Products for Labeling / Packaging:
- Possibility of entering a Deal MEMO today: *(please ask for DEAL MEMO from the ITD DESK)*
- Possibility of Entering into a Deal in the next 3 months:

**Recommendations / Suggestions for Improvements, for the Indian Invitee for Export Markets:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature of the International Invitee \_\_\_\_\_

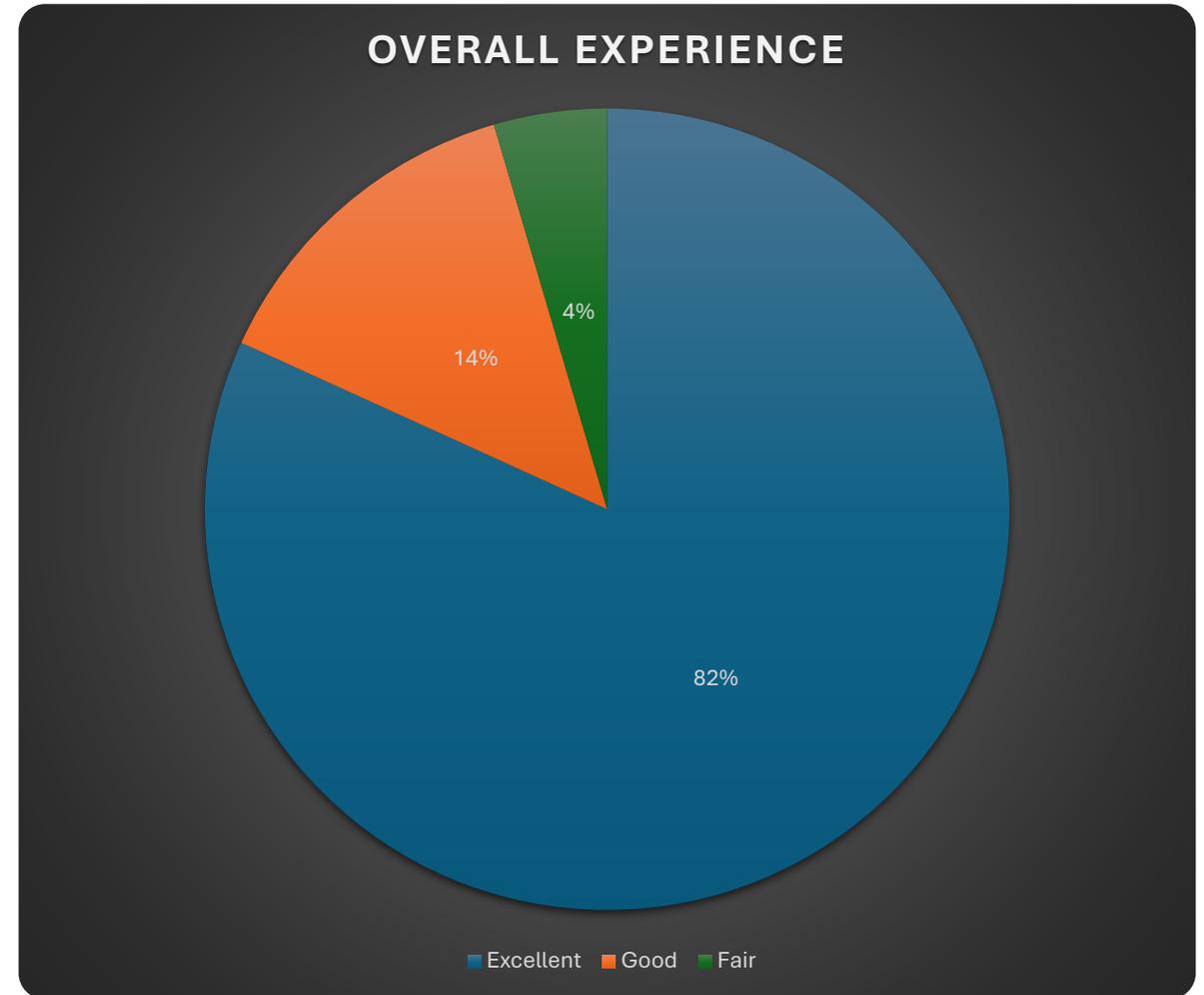
*(Please hand over to the ITD DESK or ITD representative only after the Meeting)*

# Feedback & Satisfaction Analysis: Sellers

- Total Number of Feedback forms received: 220
- Ratings on Parameters such as: arrangements, matchmaking quality, venue, communication, etc.

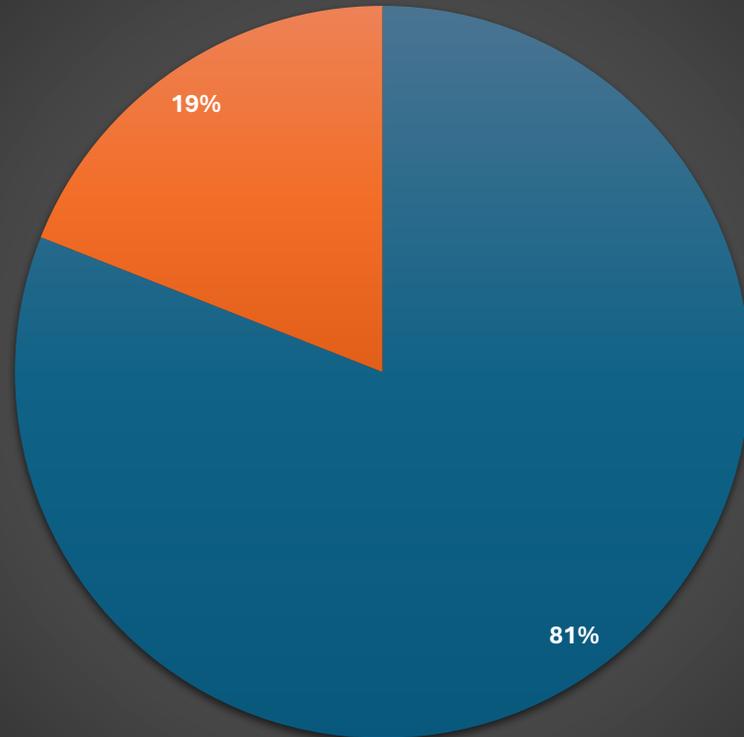
## Key suggestions received:

Increase the duration of one-on one meeting to allow better presentation of capabilities and discussion on pricing, volumes, and compliance requirements.



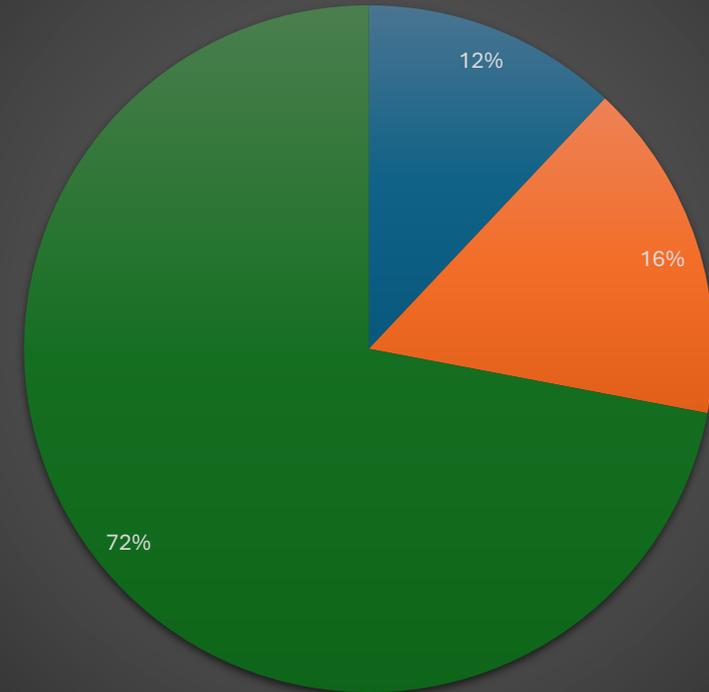
# Feedback & Satisfaction Analysis: Sellers

## SELLER COMPOSITION



■ First Time exporters ■ Experienced exporters

## B2B MEETING DISTRIBUTION

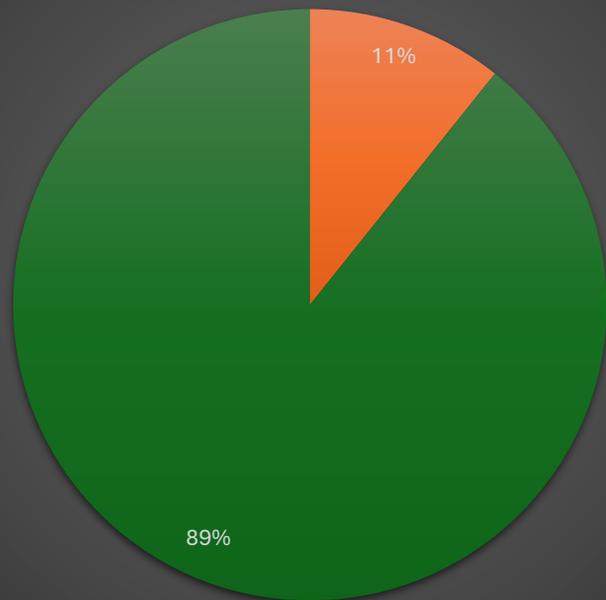


■ 1-2 Meetings ■ 2-3 Meetings ■ 3+ Meetings

# Feedback & Satisfaction Analysis: Buyers

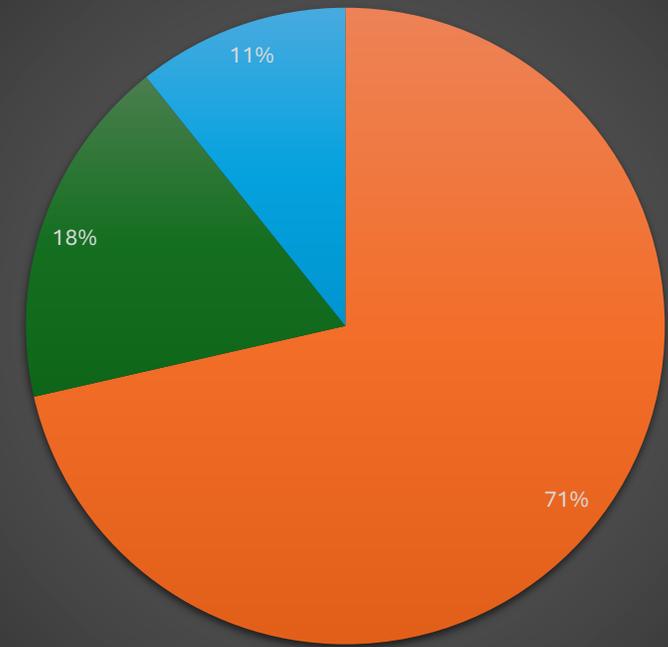
- Total Number of Feedback forms received: 28
- Ratings Parameters such as: arrangements, matchmaking quality, venue, communication, etc.

Have you imported items from Andhra Pradesh state before



Yes No

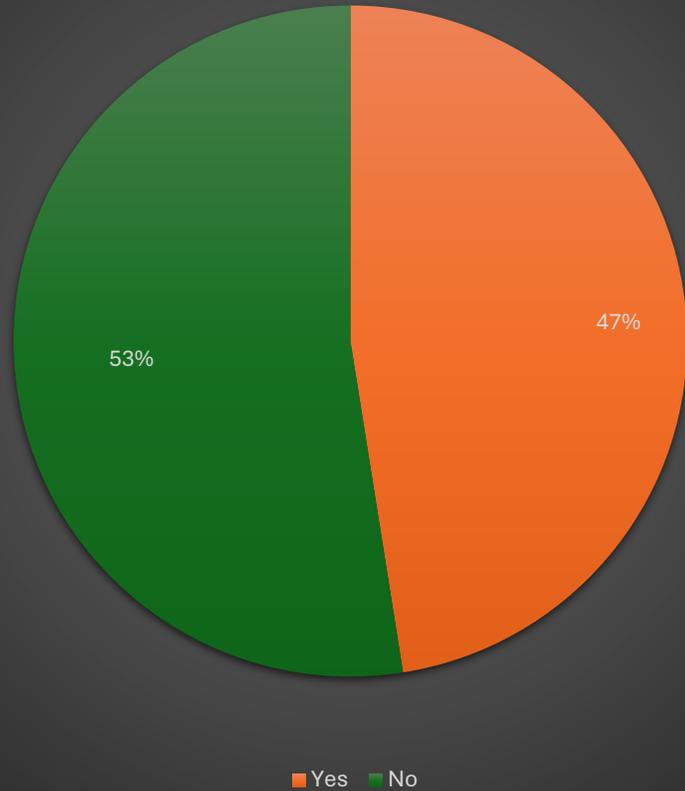
Overall Experience



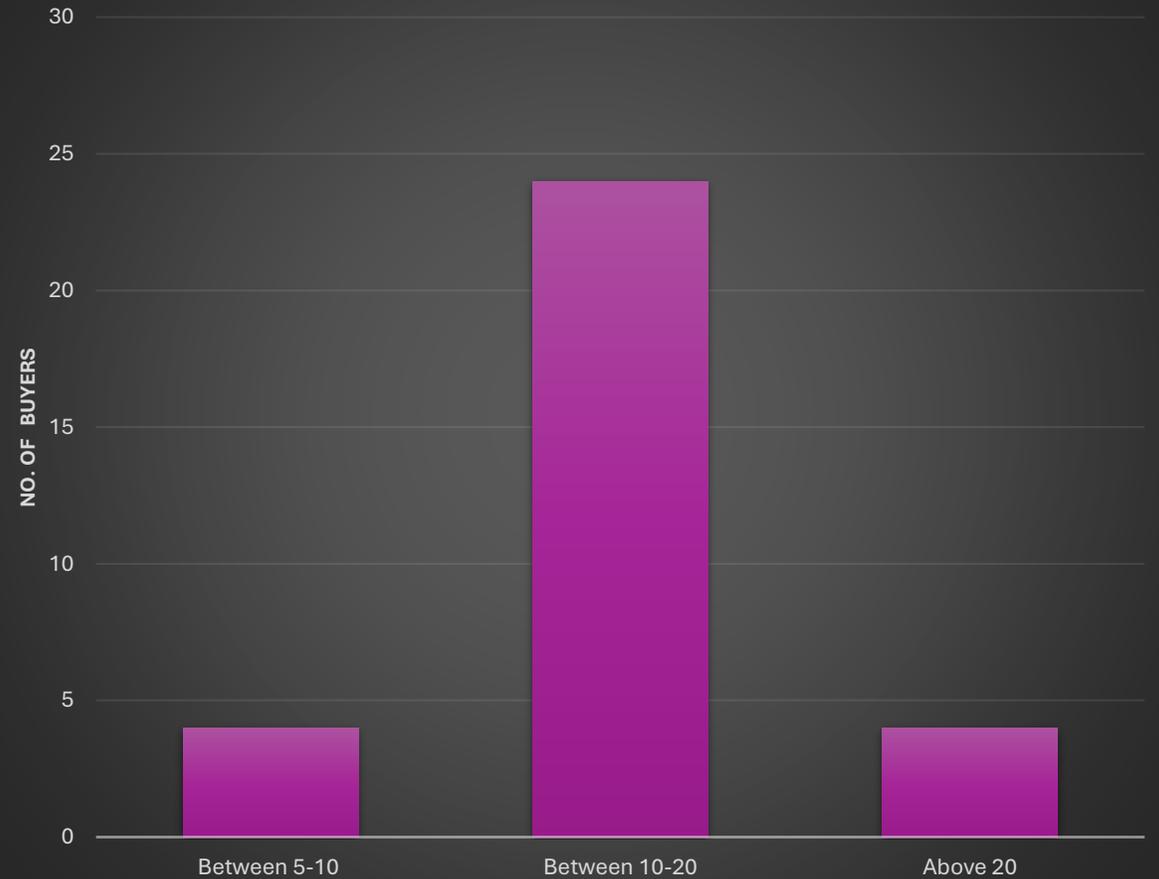
Excellent good fair

# Feedback & Satisfaction Analysis: Buyers

## Have You Signed Any Deal Memos?



## NUMBER OF B2B MEETINGS



## Key Suggestions Received:

Share detailed seller profiles and product catalogues in advance to enable more focused and efficient meetings.

# Impact on Vizag MSMEs

The RBSM at Vizag, Andhra Pradesh 2025 facilitated a vibrant platform for engagement, drawing over 350+ existing and aspiring exporters from Andhra Pradesh to the event. The RBSM had a significant positive impact on local MSMEs, offering them:

- **Direct Access to International Market:** The meet enabled MSMEs to interact with international buyers and showcase their products on a global stage.
- **Enhanced networking opportunities:** MSMEs engaged with large-scale distributors and buyers, opening avenues that might have been otherwise difficult to access.
- **Platform to highlight innovations:** MSMEs displayed their technological advancements and unique products, garnering interest from a diverse range of international stakeholders.



# International Buyers Directory

**ఆంధ్ర ప్రదేశ్**  
**ANDHRA PRADESH**  
**MSME EXPORT DEVELOPMENT CONVENTION 2025**  
**REVERSE BUYER SELLER MEET 2025**  
**8th - 10th November 2025**

**INTERNATIONAL BUYERS DIRECTORY**

**INTERNATIONAL BUYER**

**Name of the Company : TAPOM VALLEY**

Tapom Valley Honey is a Zimbabwean brand committed to producing 100% pure and natural honey, harvested sustainably from local hives. Under the leadership of Head of Procurement Aanchal Loice Chenjerai, the company upholds values of quality, authenticity, and environmental responsibility. Tapom Valley's honey is raw, unprocessed, and nutrient-rich, preserving the natural taste and health benefits of pure honey. The brand also emphasizes sustainable beekeeping practices that empower local farmers, support rural livelihoods, and protect biodiversity. Through its eco-conscious approach, Tapom Valley contributes to community development and environmental sustainability, offering premium honey products that reflect Zimbabwe's natural richness.

**Aanchal Loice Chenjerai**  
Head of Procurement

**Name of the Company : KANDRICK TEA BEVERAGES LANKA**

Founded in 2017, Kandrick Tea Beverages Lanka proudly carries forward the legacy of Sri Lanka's renowned tea heritage. The company specializes in exploring the finest Pure Ceylon Teas - meticulously crafted to deliver intricate flavor, aroma, and authenticity. Its diverse product range includes premium loose-leaf teas, flavor-infused varieties, luxury gift sets, and convenient tea bag formats that capture the essence of Sri Lanka's lush highlands. With a steadfast focus on sustainability, innovation, and international quality standards, Kandrick Tea Beverages Lanka has expanded its global reach, particularly across the Middle East and Asian markets. The company's latest premium offering, Kandrick Valley White Tea, represents the pinnacle of refinement and exclusivity, recently launched in Dubai to great acclaim. Guided by a vision to promote Ceylon tea globally, the company is also exploring eco-tourism initiatives and investments in tea plantation-related technology to strengthen the tea value chain.

**Kukule Widanajige Don Thisara Kalana**  
Chairman and Managing Director

**INTERNATIONAL BUYER**

**Name of the Company : LLC "THOR-TRADE"**

Established in 2017, LLC "Thor-Trade" has evolved into a diversified group of companies engaged in multiple business lines. Under the leadership of General Manager Varlamov Igor, the company operates across sectors including coal products, agricultural goods, household chemicals, personal care products, and office paper. Initially focused on the coal industry, Thor-Trade successfully built a strong foundation that enabled expansion into international markets such as China and Mongolia, as well as across all major domestic destinations in Russia. The company continues to grow as a reliable supplier of raw materials and finished goods, emphasizing quality, scalability, and long-term trade relations within the Asia-Pacific region.

**Varlamov Igor**  
General Manager

**Name of the Company : INDIVIDUAL ENTREPRENEUR BUSLAEV SERGEI VICTOROVICH**

Individual Entrepreneur Buslaev Sergei Victorovich is engaged in the wholesale and retail trade of high-quality food products across Russia. The company's diverse product portfolio includes oil and fat products (refined and unrefined sunflower oil, grain-based goods (flour, cereals, rice), as well as nuts, dried fruits, herbs, and spices. Serving large and medium-sized retail chains, HoReCa enterprises, and wholesale distributors, the business is recognized for its reliability, consistency, and customer-focused service. Beyond product supply, the company provides comprehensive support, including product assortment guidance and delivery coordination, ensuring efficiency and satisfaction for every client. With strong supply chain management and a growing distribution network, Buslaev Sergei has established a solid reputation in Russia's agri-food market.

**Buslaev Sergei**  
Entrepreneur



## International Buyers Giveaways

# Indian Exporters Giveaways



# Sample of Participation Certificate to Indian Exporters



# Press Releases

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## A.P.-MSME Export Convention aims to boost global reach of small enterprises

Event backed by the Centre and World Bank sees ₹174-crore business projections on Day One; aims to link 18.6 lakh Andhra Pradesh MSMEs to international markets, finance, and digital trade opportunities

Updated - November 09, 2025 07:16 pm IST - Vishakhapatnam

V. KAMALAKARARAO

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Minister for MSME Kondapalli Srinivas felicitating foreign delegates at the inaugural session of AP MSME Export Development Convention, in Visakhapatnam on Sunday. | Photo Credit: V. RAJU

The India SME Forum, in collaboration with the Andhra Pradesh MSME Development Corporation, inaugurated the AP-MSME Export Development Convention 2025, a two-day event supported by the Government of India and the World Bank, here on Sunday.



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K.M.P. PATNAIK

9 November 2025 6:10 PM

State pushes clusters, tech and credit support for global growth



MSME Minister, Kondapalli Srinivas, felicitates the foreign delegates at the inauguration of the AP-MSME Export Development Convention 2025 at a hotel in Visakhapatnam on Sunday. (Photo: K Murali Krishna)

Listen

**Visakhapatnam:** Andhra Pradesh is developing robust industrial clusters and empowering MSMEs to scale from micro units into globally competitive enterprises, said MSME minister Kondapalli Srinivas.

Speaking at the inaugural session of the two-day AP-MSME Export Development Convention 2025, organised jointly by the State MSME Development Corporation and the Union government, the Minister said AP is on the brink of a major economic transformation driven by "visionary leadership and a commitment to innovation."

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## AP Building Strong MSME Hubs, Says Kondapalli

Andhra Pradesh

9 November 2025, 23:52 IST

State pushes clusters, tech and credit support for global growth



MSME Minister, Kondapalli Srinivas, addresses the foreign delegates at the inauguration of the AP-MSME Export Development Convention 2025 at a hotel in Visakhapatnam on Sunday. (Photo: K Murali Krishna)

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**Visakhapatnam:** Andhra Pradesh is developing robust industrial clusters and empowering MSMEs to scale from micro units into globally competitive enterprises, said MSME minister Kondapalli Srinivas.

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## Vizag hosts AP MSME export development convention

TNN / Nov 09, 2025, 23:25 IST

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Visakhapatnam: Andhra Pradesh stands at the threshold of a remarkable transformation, powered by visionary leadership and an unyielding commitment to innovation, said Kondapalli Srinivas, Andhra Pradesh minister for MSMEs.

He inaugurated the AP MSME export development convention 2025 in Visakhapatnam on Sunday. The event was organised by India SME Forum in collaboration with the Andhra Pradesh MSME development corporation, with support from the Union government and the World Bank. With 18.6 lakh MSMEs operating in the state, the event is designed to empower entrepreneurs with greater access to global markets, finance, and technology.

Speaking on the occasion, Srinivas said that under the guidance of chief minister N Chandrababu Naidu, Andhra Pradesh is embracing futuristic technologies, building robust industrial clusters, and enabling MSMEs to scale from micro enterprises to global businesses.

"With policies tailored for every sector, common facility centres to strengthen competitiveness, and financial inclusion through enhanced credit support, we are creating a thriving ecosystem for entrepreneurs."

# 'Focus on providing better access for MSMEs to global markets'

With 18.6 lakh MSMEs in AP, event is designed to empower them with enhanced access to global markets, finance, technology

IN SUPPORT OF SMALL PRENEURS

- AP-MSME Export Development Convention 2025 open
- Enabling reach to global markets
- Senior dignitaries from Govt of AP, foreign embassies
- 250 MSMEs from across the State attended

BIZZ BUZZ IN VISAKHAPATNAM



Minister for MSME Kondapalli Srinivas inaugurating AP MSME Export Development Convention 2025 on Empowering MSMEs to Go Beyond Borders in Visakhapatnam on Sunday

The inaugural day of the AP-MSME Export Convention 2025 witnessed an inspiring start with the presence of senior dignitaries from the Government of Andhra Pradesh, foreign embassies, industry associations, and financial institutions

core of our development vision.

With decisive leadership and coordinated efforts between the State and central governments, we are shaping an environment where entrepreneurship flourishes, challenges are swiftly addressed, and opportunities are created for every sector to grow."

Tammireddy Siva Sankara Rao, Chairman, AP MSME Development Corporation, said, "The strength of our MSMEs lies in their ability to adapt, innovate, and deliver excellence.

By equipping them with knowledge, resources, and global exposure, we are ensuring that Andhra Pradesh becomes a leading hub for world-class products and competitive exports.

For sustainable export growth, quality and timeliness are key and our MSMEs are consistently proving their capability on both fronts."

THE India SME Forum, in collaboration with the Andhra Pradesh MSME Development Corporation, Government of India inaugurated the AP-MSME Export Development Convention 2025, a two-day transformative, supported by the Government of India and the World Bank on Sunday.

With 18.6 lakh MSMEs present in Andhra Pradesh, the event is designed to empower them with enhanced access to global markets, finance, and technology.

Amidst a rapidly evolving global trade landscape marked by rising US tariffs and shifting supply chains, the convention comes at a critical juncture to help Indian MSMEs diversify export destinations, reduce dependency on traditional markets, and build resilience through new international partnerships.

The event brought together over 250 MSMEs from across the State and 35 international buyers and SMEs from 13 countries, including Costa Rica, Egypt, Ghana, Hungary, Malawi, Nepal, New Zealand, the Russian Federation, Sri Lanka, Tanzania, Togo, Uganda, and Zimbabwe.

The international delegation was led by Minister for MSME, P. Vishnu

Kumar Raju, MLA (BJP); Tammireddy Siva Sankara Rao, Chairman, AP MSME Development Corporation and R.V. Pradhamesh, Additional Commissioner, Customs Commissionerate, Visakhapatnam.

The dignitaries extended a warm welcome to the international participants and expressed confidence that the convention would foster meaningful global partnerships and significantly enhance Andhra Pradesh's export potential.

Delivering the special address, Kondapalli Srinivas, Minister for MSMEs, said, "Andhra Pradesh stands at the threshold of a remarkable transformation, powered by visionary leadership and an unyielding commitment to innovation. Under Chief Minister's guidance, our

State is embracing futuristic technologies, building robust industrial clusters, and empowering MSMEs to scale from micro to global enterprises. With policies tailored for every sector, common facility centres to strengthen competitiveness, and financial inclusion through enhanced credit support, we are creating a thriving ecosystem for entrepreneurs."

The Minister said 'today, Andhra Pradesh is not just fostering business; it is nurturing a culture of enterprise, excellence, and global collaboration. Together, we are shaping a new era where every family can dream, build, and lead as entrepreneurs of tomorrow.'

Among others, P Vishnu Kumar Raju, BJP-MLA, said, "Building a strong MSME ecosystem is at the

core of our development vision. With decisive leadership and coordinated efforts between the State and central governments, we are shaping an environment where entrepreneurship flourishes, challenges are swiftly addressed, and opportunities are created for every sector to grow."

# 'AP embraces futuristic technologies, empowering MSMEs'

Minister K Srinivas says that State is cultivating enterprise, excellence, and global collaboration, empowering every family to dream and lead as entrepreneurs

HANS NEWS SERVICE VISAKHAPATNAM

MSME Minister Kondapalli Srinivas stated that Andhra Pradesh is on the cusp of a transformative era, driven by visionary leadership and a commitment to innovation. Speaking at AP-MSME Export Convention 2025, he said, "Under Chief Minister N Chandrababu Naidu's guidance, the State is adopting futuristic technologies, developing industrial clusters, and enabling MSMEs to evolve from micro to global enterprises."

He highlighted tailored sector-specific policies, common facility centres for competitiveness, and enhanced credit support for financial inclusion, all aimed at building a vibrant entrepreneurial ecosystem. "Today, Andhra Pradesh is cultivating enterprise, excellence, and global collaboration, empowering every family to dream and lead as entrepreneurs," Srinivas emphasised.

Organised by the India SME Forum in partnership with Andhra Pradesh MSME Development Corporation, the two-day event is backed by the Government of India and World Bank. With 18.6 lakh MSMEs in the State, the convention seeks to boost access to global markets, finance, and technology.



MSME Minister Kondapalli Srinivas speaking at AP-MSME Export Development Convention 2025 organised in Visakhapatnam on Sunday

Amid rising US tariffs and shifting supply chains, it helps MSMEs diversify exports, reduce reliance on traditional markets, and forge resilient international partnerships.

The inauguration saw senior officials from the State government, foreign embassies, industry bodies, and financial institutions. Over 250 MSMEs from the State and 35 international buyers and SMEs from 13 countries—including Costa Rica, Egypt, Ghana, Hungary, Malawi, Nepal, New Zealand, Russia, Sri Lanka,

Tanzania, Togo, Uganda, and Zimbabwe—participated. Key attendees included MLA P Vishnu Kumar Raju, AP MSME Development Corporation Chairman Tammireddy Siva Sankara Rao, CEO Vishwa M, and Additional Commissioner of Customs, Visakhapatnam, RV Pradhamesh. The convention aims to strengthen global partnerships and elevate State's export potential.

Vishnu Kumar Raju remarked, "A robust MSME ecosystem is central to our development vision. With strong State-Central

coordination, we are creating an environment where entrepreneurship thrives and sectoral growth is accelerated."

Siva Sankara Rao noted that MSMEs' strength lies in adaptability and innovation. "By providing knowledge, resources, and global exposure, we are positioning Andhra Pradesh as a hub for world-class, competitive exports," he said, adding that institutional support and international ties will make the state a leader in India's MSME success.

The event generated strong interest, with projected business requirements from international buyers reaching approximately Rs 174 crore, reflecting global confidence in Andhra Pradesh's MSME capabilities.

# Social Media Highlights/Promotions

**ANDHRA PRADESH'S MSMEs ARE GOING GLOBAL!**  
Join the AP MSME Export Convention 2025

**08th - 10th Nov**  
**Marriott, Visakhapatnam**

Meet international buyers, explore new markets, and enhance your export capabilities.

**Key Focus Areas:**

- Market Entry Strategies
- Export Documentation & Logistics
- Finance & Risk Mitigation
- Quality Certifications & Packaging

**Key Sectors**

- Food & Beverages, Electronics & Electrical Components, Agro & Food Products, Pharmaceuticals, Chemicals, Automotive & Auto Components, Textiles & Apparel, Construction, and IT Services.

**Register Now**

Only Udyam and GST registered MSMEs are eligible

<https://bit.ly/rbsmvizag2025>

8th - 10th November 2025  
Marriott, Visakhapatnam  
Register now: <https://indiasmeforum.org/itd/rbsm-vizag-2025>

#APMSMEExportConvention #APMSME #MSMEExport #GlobalMSMEs #InvestInAP #AndhraPradesh #MSMEGrowth #MakeInIndia #Exports #IndiaSMEForum #APMSMEDC #BusinessOpportunities #VizagEvents #MSMESector #InternationalTrade

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November 4, 2025

**apmsmedc and 2 others**  
Original audio

**apmsmedc** From Local to Global — Andhra Pradesh MSMEs are ready to shine!

The AP MSME Export Convention 2025, organised by the India SME Forum (ISF) in collaboration with the AP MSME Development Corporation, will be held from 8th-10th November at Marriott, Visakhapatnam.

A dynamic platform where Andhra Pradesh's MSMEs can connect directly with international buyers, explore global markets, and unlock new export opportunities.

Learn. Connect. Grow.  
Export readiness • Global market entry • Buyer pitching • Finance & logistics

This initiative reflects our commitment to empowering entrepreneurs with the right infrastructure, policies, and resources — helping MSMEs compete globally and driving the vision of "One Family, One Entrepreneur."

Register Now: <https://bit.ly/rbsmvizag2025>

#APMSMEExportConvention2025 #FromLocalToGlobal #EmpoweringEntrepreneurs #ExportReadyAP #MakeInAP #onefamilyoneentrepreneur

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November 6, 2025

**AP MSME Export Convention 2025**  
A platform to meet global buyers, learn export strategies, and expand your business internationally.

**8th - 10th November | Marriott, Visakhapatnam**

**“ We are committed to empowering entrepreneurs with the right infrastructure, policies, and resources to help MSMEs compete in global markets ”**

**Shri Thammireddy Sivasankara Rao**  
Chairman, Andhra Pradesh MSME Development Corporation (APMSMEDC)

**apmsmedc and indiasmeforum**

**apmsmedc** From Local to Global — Andhra Pradesh MSMEs Are Ready to Shine!

The AP MSME Export Convention 2025 is here!  
8-10 November 2025  
Marriott, Visakhapatnam  
Organised by the India SME Forum (ISF) in collaboration with the AP MSME Department

**Why Attend?**  
A powerful platform for Andhra Pradesh's MSMEs to:

- Connect directly with international buyers
- Explore new global markets
- Unlock export opportunities

Learn. Connect. Grow.  
Topics & Focus Areas:

- Export Readiness
- Global Market Entry
- Buyer Pitching & Networking
- Finance & Logistics Support

This initiative strengthens our vision of "One Family, One Entrepreneur", building a global future for MSMEs with the right policies, infrastructure, and support.

Like by pratishthaseghal and 778 others  
November 8, 2025

**indiasmeforum**

**indiasmeforum** Andhra Pradesh MSMEs, it's your time to go global!

Join the Andhra Pradesh MSME Export Development Convention and connect with 40+ international buyers, trade experts, and policymakers.

Expert Sessions | B2B Meetings | Global Networking

Opt for pre-scheduled one-on-one meetings with international buyers

At Vishakhapatnam, on 8th-10th November 2025

Last date to register: 4th November 2025

Register yourself by clicking the link in our bio and be a part of Andhra Pradesh's global export success story!

#IndiaSMEForum #APMSME #RBSM2025 #ExportOpportunities #MSMEs #GlobalBusiness #TradeMeet #Vishakhapatnam #ExportGrowth

Like by pratishthaseghal and 27 others  
October 29, 2025

**Exclusive Opportunity for MSMEs!**

**ANDHRA PRADESH**  
MSME EXPORT DEVELOPMENT CONVENTION 2025  
REVERSE BUYER SELLER MEET 2025

**Vishakhapatnam** 8<sup>th</sup> to 10<sup>th</sup> November '25

**Connect with 40+ International Buyers, Trade Experts and Policymakers**

- Export Potential - Expert Sessions
- B2B Meetings & Pitch Sessions
- Networking with International Buyers
- Pre-schedule Meetings with Global Buyers\*

\*For interested Indian sellers, registration and verification is mandatory for meeting slots. T&C Apply

Last date to Register as seller  
4th November 2025

**Register Now**

more information: 7710000944/954 | [itd@indiasmeforum.org](mailto:itd@indiasmeforum.org)

# Testimonials

**Joseph Gunda**  
to sushma, international, me, bhumika, najma

Tue, Nov 11, 9:59 PM

Dear Sushma,

In responds to your message on the Hosted Buyer WhatsApp Group, it was indeed a great pleasure too meeting you at this most successful SME Forum. On behalf of TEAM ZIMBABWE, I would also want to convey our heartfelt gratitude for the reception, hospitality and professional way you handled and took care of us. We really felt welcome, we felt at home and we learnt a lot from this convention. You made us believe that India is our second home!

Confederation of Zimbabwe industries (CZI) to which I am Vice President, prides itself as the premier industry BMO group in Zimbabwe representing large corporates as well as MSME's. As such, going forward I would be interested to stand as your Ambassador for Zimbabwe. I will link you up with our offices as we progress.

I the meantime, I am still in India following up some of the engagements we had at India MSME Forum and will be in touch for further information on due diligence on some of the suppliers and indicate the need for samples where needed.

Regards,

**From:** Prasanna Madawala <[prassannam01@gmail.com](mailto:prassannam01@gmail.com)>  
**Subject:** Ambassadorship  
**Date:** 12 November 2025 at 4:24:58 PM IST  
**To:** "[sushma@indiasmeforum.org](mailto:sushma@indiasmeforum.org)" <[sushma@indiasmeforum.org](mailto:sushma@indiasmeforum.org)>

Dear Madam Sushama,

It was truly a privilege to attend your recent event. The programme was exceptionally well-organised and thoughtfully designed, particularly in its focus on import and export opportunities. It stands out as one of the best events I have attended so far. Please accept my sincere appreciation and congratulations to you and your team for an outstanding effort.

As the CEO and Consultant for two cooperative societies in Sri Lanka, alongside managing my own business, I see great potential for us to strengthen our partnership further. I believe this collaboration can grow into a lasting relationship if I am given the opportunity —much like the strong bonds we continue to build with our international colleagues and friends.

Once I return home, I will provide a more detailed response regarding the international venture you suggested.

Warm regards,  
**Prasanna**

**Oliver Knoll**

Yesterday

Dear Sushma,

It was unfortunate we couldn't say goodbye in person, but please know how grateful we are for the past two weeks. As the Hungarian delegation, we felt truly welcomed and inspired. It was a beautiful journey, and we met so many kind and engaging people along the way.

Let's reconnect once everyone's back home and rested—we'd love to speak more about the Indo-European Organisation with Michele Orzan.

Thank you again for everything. Wishing you a joyful and successful week!

All the best

23:09

**Naoko Wada**

read, listen to, or share them. [Learn more](#)

Naoko is a contact.

Sushma san ✨  
Thank you so much for everything on this trip! 🥰  
I had an incredibly wonderful time in India — now I truly love this country and its people. 💕

Also, thank you very much for all your kind support and coordination throughout the program. I deeply appreciate your professionalism, warmth, and dedication.

I'm now flying to Melbourne ✈️  
The photo below was taken earlier today — Mount Fuji as I was traveling from Hiroshima to Tokyo. 🌄 ✨

Thank you again for everything, and I look forward to meeting you again in Tokyo soon. 🌍 ✨

# Post RBSM Follow-up Actions

## 1. Consolidation of Meetings & Leads (Within 3–5 Days)

- Compile a consolidated list of all buyer–seller meetings held, including key discussion points and potential areas of cooperation.
- Categorize leads as High / Medium / Exploratory based on buyer interest.

## 2. Sharing of Contact Details & Profiles (Within 1 Week)

- Share verified contact details of buyers and sellers with mutual consent.
- Circulate updated buyer requirements and seller capability profiles for reference.

## 3. Facilitated Follow-Up Communication (Within 2 Weeks)

- Support exporters in sending formal follow-up emails, quotations, product catalogs, and compliance documents to interested buyers.
- Where required, arrange virtual follow-up meetings to clarify technical, commercial, or regulatory queries.

#### **4. Technical & Compliance Support (Ongoing)**

- Provide guidance to sellers on buyer-specific standards, certifications, packaging, labeling, and logistics requirements.
- Connect sellers with relevant institutions or consultants for quality and compliance readiness.

#### **5. Monitoring & Progress Tracking (Monthly)**

- Track progress of leads generated, including samples requested, negotiations underway, and orders finalized.
- Maintain a follow-up tracker to record outcomes and challenges faced by both buyers and sellers.

#### **6. Outcome Reporting & Feedback (After 2–3 Months)**

- Prepare an outcome report highlighting business leads generated, orders confirmed, and potential long-term partnerships.
- Collect post-event feedback from buyers and sellers to improve future RBSMs.

#### **7. Continued Engagement & Future Opportunities**

- Keep participants informed about upcoming trade events, buyer visits, and export promotion opportunities.
- Identify high-potential sellers for inclusion in future international delegations or focused buyer interactions

More Photos on:

<https://indiasmeforum.org/itd/vizag-nov-2025#gallery>

