



# CONFEDERATION OF WOMEN ENTREPRENEURS

*Gearing women power*

## FROM THE PRESIDENT'S DESK...

Hi! Folks!

### WISH YOU ALL A HAPPY & PROSPEROUS 2011!

It is indeed a pleasure to take over as the President of COWE at a time when COWE has successfully completed 4 successive Trade Carnivals, developed 30 acres Engineering Industrial estate at Toopran Automotive Park for women entrepreneurs and is on the brink of creating COWE branches at Delhi, Karimnagar & Tirupathi.

Land for COWE's Food Park has also been finalized and COWE is in the process of creating clusters in Food Processing with support from Consultants who will provide full support from ground breaking to market. This is a lifetime opportunity for all willing to work for social and economic development of self and other women. COWE invites women, willing to be a part of this venture, to register with us.

With a strength of 500 plus strong members, COWE is on the growth path. COWE President is on the National board of MSME (Ministry of Small & Medium Enterprises), COWE has an MOU with NSIC (National Small Industries Corporation) and with chambers in Egypt, Australia, Germany and Sri Lanka. COWE needs to strengthen these ties and build trade links with organizations that support similar cause. Dr Hannah of University of East London has launched a

marketing portal for women, produced products called "Kiss the Frog". COWE's collaboration with Dr Hannah can take our members to more than 164 hubs in Europe and Africa. Our efforts to improve the quality of our products so that they can be exported, will receive our focused attention and push in this coming year. Training programmes in this direction will be emphasized.

Government of India and the State Governments have provided a lot of incentives for enterprises of women. I call upon all women force to come forward to be a part of this path breaking effort of COWE, to provide inclusive entrepreneurship with infrastructure, project ideas, market tie ups, skill development training and funding supports. All the schemes of the Government that provide Subsidy, Training, Infrastructure, Incubation, R & D and Marketing support will be tapped and will be passed on to our members.

Counseling on Tuesdays, Wednesdays and Thursdays by experienced women entrepreneurs is scheduled and the atmosphere at COWE office is warm and welcoming. We await each one of you to participate in COWE's activities and request you to register for a counseling session in advance for maximum benefit. You could also contact us through email [cowe04@gmail.com](mailto:cowe04@gmail.com).

With best wishes!

Sandhya

K.Sandhya Reddy

President, COWE

### Special points of interest:

- Completed 4 Trade Carnivals
- Developed 30 acres of Engineering Indl Estate
- Creating COWE branches across country
- President of COWE on MSME Board
- Inked MOU with NSIC
- New Collaborations
- Counselling on Tuesdays, Wednesdays and Thursdays



**BATCH BEGINS  
17.1.11**

*Highlights at a glance...*

- *4th Trade Carnival, COWE'S TC 2010*
- *Opening of Delhi Branch*
- *Karimnagar and Tirupathi wings in process*
- *Formation Day celebrations*
- *In-Principal Sanction for development of Industrial Estate received*
- *MSME Board meeting( our President is on Board) where in a special mention about COWE was made as the first all Women Industrial Estate*
- *Entrepreneurial Development Program*

***The Size Of Candles May Differ But They Yield The Same Brightness.***



***The Same Brightness.***

## Secretary's update...

**Dear friends,**

**Beginning of the year...**

**It is not, where a time-period ends and another begins...**

**It is just a continuity of what we have achieved into what we will be achieving!**

Our President, Ms.Sandhya Reddy has spelt the major mile stones we crossed and has also indicated that we have miles to go...

The last quarter of every year is the most busy time for us. In this quarter which ended, OCT –DEC 2010, we had a really hectic time.

- **4th Trade Carnival, COWE'S TC 2010**
- **Opening of Delhi Branch**
- **Karimnagar and Tirupathi wings in process**
- **Formation Day celebrations**
- **In-Principal Sanction for development of Industrial Estate received**
- **MSME Board meeting( our President is on Board) where in a special mention about COWE was made as the first all Women Industrial Estate**
- **Entrepreneurial Development Program**

As members of CII, FAPSIA, MSME, etc., we have had information on various seminars and have passed on the information to our members. We have also attending some of them ourselves so that COWE members benefit from the information gathered. Agri-Business Community Programme was an International programme organised by ICRISAT and we had a last minute entry. This has indeed established a good association with ICRISAT.

In later interactions, members interested in Agri-Business Incubators were invited and the process was explained. Those members who showed interest were put in contact with the people concerned.

Next, we had a meeting and Interactive session on SITP extension programme, a scheme for Integrated Textile Parks. There were very good models discussed and we

also came to know of the pitfalls. This information would infact benefit COWE when the clusters are being formed.

We also attended the 5th Annual International Summit organised Gujrat government under Vibrant Gujarat Branding. Those who wish to start anything in Gujarat can contact us for more details.

Entrepreneur Development programme was organised from November 2010 to December 10, 2010. The Proprogramme was supported by State Bank of Hyderabad.

A very enthusiastic batch many of whom have already begun their work on their projects. One more batch is beginning on Jan 17th 2011 and I personally feel that for any Entrepreneur, one EDP is a must to attend. Those of you who have not done it so far, please join now and those who have already completed it, please enrol your friends and relatives.

**January is a month of new beginnings, January again is a month of resolutions—so friends please resolve to invite your friends to join COWE, now...**

**We will achieve much more year after year with strengthened networking. Join in!**

**I am sure, 2011 will see**

**More members joining in...**

**More members turning into entrepreneurs...**

**More members offering their help in mentoring new comers...**

**More active members joining us in all our programmes...**

**More members participating in trade fairs and our Carnival...**

**Wishing all of us the very best...**

**Madhuri**

**Madhuri Talluri**

**Secretary, COWE**

## MAKE A PLACE IN CONSUMERS MIND – BRAND IT.

“Mummy mummy Modern Bread”... to “Hamara Bajaj” to “Lifebuoy hai jehan tandaroosti hai waha” and then to “Yeh Dil Maange More” and now “LIC hai Na”... the Indian market has graduated from selling a product and service to marketing a product and service and then to marketing a “Brand”. . But then, when one talks about “brands”, out comes the remark “ Branding is only for the Multinationals or large companies, not for small enterprises” . Brands are for Goliaths and not for the liliputs.... if you just go into the success stories of the brands history, you will find that they were all liliputs.. and were just products when launched. Hamam, Lifebuoy, Nirma, Aswini, Dabur, Bata, SBI, the list is endless.

They all had a humble beginning.

Nirma started its operations in a garage, today it is competing with HLL brands in its category.

But Then ‘What’ is a Brand? It is nothing but a way of creating an identity for a product - some what identifying a specific person within a large crowd. It is essentially a sum total of the particular satisfaction that it delivers to the consumer. This includes its name, ingredients, price, packaging, distribution, reputation and ultimately its performance. We also talk about developing a Brand Equity. It encompasses a set of assets linked to a brand name and symbol that adds to the value provided to a product or service to the customer. There is always an underlying expectation that the brand will deliver the satisfaction that it has promise.

Why so much fascination for a brand? Yes, it creates the much required trust, which is a basic prerequisite to loyalty. And, customer loyalty ensures repeat purchase that is so significant for growth. This relationship ensures con-

tinuous growth in sales. Brands can also be shown as valuable to the share holders as well. Why is then brand equity so important in a products life cycle? It is so because the customers are prepared to pay an extra premium price because of their perceived reliability, trustworthiness and the positive image of the superior quality which the brand commands. We pay more for “Haagan Dazz” Ice Cream more for “Lee” jeans more for “LO’real” products than what we pay for the other competing smaller brands or unbranded products. This is the power of branding. Several successful examples of brands in SME sector are “Scoops” ,“Aswini Hair Oil”, “Anoos ”, “Dabur Amla Hair Oil”, “Haldiram’s namkeen” , “KC Das Rasgollas” , “G.Pulla Reddy Sweets” - to name a few. All were small, till they became national brands.

A brand thus adds value to the product. As it is developed brick by brick over a period of time . Brand development is a continuous process. It takes both money and patience. It is a well thought out and a planned exercise with a close and continuous monitoring of the entire marketing activity including competition. The SME needs to invest in both. It is seen that it takes anywhere between three to five years to develop a good brand. The entrepreneur must be prepared to wait for the profits to come, for at least three years, if one wants to seriously develop and establish a brand. Once a brand is established, from there on any further stages of development, research has to be done to make sure that the brand is being developed along the right lines.

**Abhay Ekbote**  
**Director, Management and Marketing**  
**Research Consultants**

“A Brand

adds value  
to the  
Product”

**BRAND**  
**YOUR**  
**PRODUCT**  
**FOR BETTER**  
**VALUE**

**Workshop on Business Intelligence for Profits : Date 18<sup>th</sup> December 2010  
At Hotel NKM's Grand, Erramanzil, Hyderabad**

This program was for: The Senior Level Managers of Manufacturing, Service and Social Service Organizations, in Marketing, Planning and Administration, Research Personnel in Business, Faculty Members of Business Schools etc. SME's and Large Industries would certainly benefit from this unique program. COWE members attended the program. The program started with Inauguration and Address by Chief Guest Shri E.Yellappa, IAS, Commissioner, Department of Employment & Training. Presentation on Business Intelligence was done by Shri Abhay Ekbote who covered entire aspects of Business Intelligence.

**Business Intelligence :**

It can be defined as the ability to extract actionable insight from data available to the organization, both internal and external for the purpose of supporting decision making and improving corporate performance. A Business Intelligence System is designed to provide the management with ongoing information about events and trends in the technological, economic, political and legal, demographic cultural, social and most critically competitive arenas. Such information is compiled from a variety of sources.

**Business Research Methods :**

Government Regulatory,  
Competitive Environment,  
Technological  
Economic.

The Presentation started with the classification of Sources of Information :

Primary

Secondary

Internal Data Sources.

Primary Source of Information : Market Survey's, Focused Groups, Consumer Panels, Personal Interviews, Telephonic Interviews, Questionnaires & Schedules.

Secondary: Government Publications, Industry Reports – Associations, Press, T.V and Radio, Research Reports and Publications

Internal Data Sources: Invoices, Sales and Marketing Reports and other reports

The Participants also discussed in detail, on Data Analytics :

Data analytics is the science of examining raw data with the purpose of drawing conclusions about that information.

Data analytics is used in many industries to allow companies and organization to make better business decisions

Data analytics is distinguished from data mining by the scope purpose and focus of the analysis

Data analytics focuses on inference, the process of deriving a conclusion based solely on what is already known by the researcher.

Data analysis is used to determine whether the systems in place effectively protect data and operate efficiently.

Data miners sort through huge data sets using sophisticated software to identify undiscovered patterns and establish hidden relationships.

Most companies admit that employees are making decisions without the benefit of timely, accurate information.

For eg: a recent survey found that : Managers waste two hours a day searching for information



**“Business intelligence (BI) refers to computer-based techniques used in spotting, digging -out, and analyzing business data, such as sales revenue by products and/or departments, or by associated costs and incomes”**  
- [businessdictionary.com](http://businessdictionary.com) definition in Wikipedia

More than 50 percent of managers use the wrong information at least once a week  
More than 50 percent of the information that managers receive is perceived as having no value.

With the proper Business Intelligence platform the entire organization will benefit from:

Flexible and optimized access to all data  
Complete consistent access to information the business can understand, own and trust  
Modern service-oriented architecture to leverage your infrastructure, adapt to change and embrace open standards for long-term use and growth

### Business Intelligence for the Corporates :

Firms face competition and grow, its imperative they make good decisions based on even better information.

Small and medium- sized enterprises (SMEs) are mostly owner managed entrepreneurial companies

For many entrepreneurs, decision support tools tend to be a combination of static historical reports, analysis spreadsheets and a gut feel which is fine for an SME.

However, as smaller companies grow or face stiffer competition, the need to make good decisions based on meaningful information quickly becomes imperative.

This is just a brief introduction to the topic to enable you to utilize the information you have effectively

C.K.Savithri,  
COWE

### Benefits of Business Intelligence :

With the proper Business Intelligence platform the entire organization will benefit from:

Flexible and optimized access to all data  
Complete consistent access to information the business can understand, own and trust

Modern service-oriented architecture to leverage your infrastructure, adapt to change and embrace open standards for long-term use and growth

## Sixth Formation Day Celebrations of COWE 22.11.2010



**COWE celebrated its Sixth Annual Formation Day celebrations at Venue provided by Ms.Sandhyasree. There was very good attendance and members were in their joyful best. Potluck lunch was organized by MC members and the food was tasty and sumptuous. An impromptu Skit was staged and it brought out the hidden talents in our members while speaking on women empowerment. Chaaya Negandhi took the lead. Uma Ghurka spoke on the events and thanked the members for the wonderful participation by the members during the Trade Carnival. Suman Kumar spoke on Food Park and Sandhya Reddy, the present president spoke on the future path and encouraged members to come forward and participate in all the events.**

### **Executive & Managing Committee Meeting over a luncheon Held in December 2010**



The MC & EC meeting was hosted by the President Ms. Sandhya Reddy at JHIC. At the luncheon meeting MC and EC members expressed their views on various COWE activities and Sandhya implored on them, the role of the Managing Committee and the Executive Committee in each one taking up a specific task and thus having a unity in diversity. Everyone present agreed to put in more time for the cause.

#### **Managing Committee (2010-2012)**

**Ms Sandhya Reddy**, President

**Ms P. Soudamini**, Sr. Vice President

**Ms P. Girija**, Vice President

**Ms Madhuri Talluri**, Secretary

**Ms Madhu Tyagi**, Jt. Secretary

**Ms Neeraja Reddy**, Treasurer

**Ms Shylaja Reddy**, Past President  
& MC member

**Ms Suman Kumar**, Past president  
& MC member

**Ms Uma Ghurkha**, Past president



#### **Executive Committee (2010-2012)**

Ms Meena Gupta

Ms Madhu Chanda

Ms Neeraja Reddy

Ms Padmasri

Ms Sudha Reddy

Ms Akila Jaikumar

Ms V.Jyothi

Ms Indumathi

Ms Vandana Maheshwari

Ms T.Kamalakumari

Ms Ramadevi

Ms A. Lalitha

Ms Susheelaraj Pattem

Ms Srujana Reddy

## Know your entrepreneur

Mrs. Yarala Geetha Reddy was born in 1975 at Amba in Nalgonda district to an ordinary couple, Mr. Y. Dasarath Reddy and Mrs. Y. Pushpalatha Reddy. She had finished her school education in Andhra Pradesh Residential School, Choutuppal of Nalgonda District. Later, she obtained diploma in Electronics and Communications at Government Polytechnic in Warangal. She did her training in Solar Division of R&B department in BHEL. From being a housewife she traversed through employment and finally became an entrepreneur . Today she owns a company with a turnover of twenty-five crore. Geetha sets an example for all those who have no means but have dreams and grit to make them possible.



### Get to Know Dr Hannah Simcoe-Read

**COWE cherishes the association with Dr.Hannah Simcoe-Read and is in the process of taking COWE members into Internationalising their businesses. COWE also looks towards mutual exchange of support with Dr.Hannah and her team. At the recent Trade Carnival, COWE had the privilege of having Dr.Hannah's participation as Guest of Honour.**

Hannah Simcoe-Read delivers the Entrepreneurship programme at UEL working with students from all academic disciplines. Pedagogical methods to encourage lifelong learning, and embedding best practice to facilitate an entrepreneurial mindset underpins teaching and facilitation. The teaching includes ensuring that students understand being socially and environmental responsible and know about best practice governance. Hannah's research at present including her students work is directed at looking at small scale fisheries as a platform for new sustainable business models.

She is working with a number of universities in Europe, India and China developing a method to integrating entrepreneurship, urbanisation and embedding CSR practices at all levels of internationalising SMEs and building trust in cross –cultural collaborations.

Hannah also leads the implementation of a Venture Fund INVEST-LIFE to fund global SMEs cooperation. Hannah works closely with a team of EU Business Innovation Centres and international Universi-

## Entrepreneur Development Programme



Forthcoming EDP

New Batch begins  
From January 17th  
2011



The recently concluded EDP (10.11.2010-9.12.2010) was supported by State Bank of Hyderabad. The batch of 28 EDP candidates received valuable information regarding all areas of starting a unit and for successfully running it. "Licensing to Legal formalities to Project Ideas to Project report preparation to Packaging to Marketing to Brand Building—every area was covered." Field visits were organised. The inaugural was by Mr.M.Y.Reddy, Chief Manager, SBH MSME and the Valedictory was in the Presence of Shri R Karikal Valaven, IAS Commissioner of Industries. Certificates were given to all the participants at the end of the Programme.



## DHARMESH TEST-For Better SaaS companies

<http://onstartups.com/>

### 1. Is there *exactly one* version of your software that services all users?

Or stated differently, have you resisted the temptation to have custom code for an individual customer or small group of customers? Ideally, in steady state, the same master code-base would be servicing *all* customers. Any customizations are done through application configuration or via APIs and plugins. If you have different versions running temporarily to test new versions with a subset of customers, that's fine.

### 2. Do you have a free trial?

Not only does a free trial increase your likelihood of getting more customers, it often improves the simplicity of the product. Many companies *can't* have free trials because the product is just too complicated and requires too much human assistance to really "try" it. That's a bad thing. Freemium (where you have a free version of your product that's feature-limited, not time-limited) counts too.

### 3. Do you track key metrics like CAC, LTV and cancellation rate?

CAC = Customer Acquisition Cost. This is the total sales expense and marketing expense (salaries, programs, etc.) over a specific period (lets say a month) divided by the number of customers acquired in that month.

Cancellation Rate / Churn Rate: A percentage calculated as the number of customers that cancel in a month divided by the number of customer at the beginning of the month.

LTV = Lifetime Value of a customer. Based on how long the average customer is expected to stay (a function of cancellation rate) and the average revenue.

The reason these numbers are important is simple: They are the key metrics that will help you drive a SaaS company. It answers questions around how much capital you need, how much you should be investing in product, whether customers are generally happy (or not), etc.

### 4. Are your prices published on your website?

It is decidedly sub-optimal if people have to get a custom quote or talk to a human just to know what your price is. Increasingly, the market values simplicity and transparency. If you're not providing easy access to information, potential customers will go elsewhere.

### 5. Can people start paying you (become a customer) without interacting with a human?

The way of the world is frictionless web sales. There's nothing quite like the joy of having your revenues go up and 4:00 a.m. in the morning on a Saturday -- without anyone having to talk to anyone.

### 6. Do you make more money from users that are getting more value?

Is there some "variable" component to your pricing? Do you charge based on number of users, storage, frequency of use or some other metric? If you have the ability to make *more revenue* from customers over time (without having to upsell them), that's high margin business and very desirable. By the way, the ideal state is when there are "in product" upgrade paths. Customer reaches a certain limit and "upgrades" (starts paying you more) without you having to do anything.

### 7. Does your application have a simple, clean API (Application Programming Interface)?

The web is not just about connecting static websites — it's now about connecting applications. Without an API, your application is an island. It's unlikely that you will be able to meet *all* the needs of your customers. An API allows you to integrate with third-parties (and they to you) to deliver a more complete solution for the customer. These kinds of integrations are also great ways to spread the word about your product (the more people that integrate with you, the more reach you have).

To get more people to use/buy your product, you need to reduce not just the barrier to entry, but also the barrier to exit. The *product* should be what keeps customers to stay with you — not data lock-in. If you try to use data lock-in, fewer people will pick you in the first place.

### 9. Can you deploy (and rollback) a new version of the software in one-step without downtime?

### 8. Can customers export their data out of your system?

To get more people to use/buy your product, you need to reduce not just the barrier to entry, but also the barrier to exit. The *product* should be what keeps customers to stay with you — not data lock-in. If you try to use data lock-in, fewer people will pick you in the first place.

### 9. Can you deploy (and rollback) a new version of the software in one-step without downtime?

This is to measure the effectiveness of your technical operations and software release tooling. Companies that have easy ways to deploy/rollback software tend to have more confidence and release more often. Companies that release often tend to do better than those that don't.

### 10. Is there an online community where users can interact with your team and with other users?

Ideally, everyone in your company should be interacting with customers. Especially developers. And, customers should be able to talk about you (even if it's negative) online and interact with other customers. [Note: I'm not talking here about "automatic" online venues that form -- but something that *you* are actively fostering and encouraging]

### 11. Do new developers commit code on their first day at work?

This is partly to measure how difficult your development environment is to setup and what controls you have in place. If it takes 4 days for a developer to get their development environment setup, something's wrong. If you're too scared to have a rookie commit code to production, because it might bring the entire system down, something's wrong (you haven't built a strong enough safety net yet). It shouldn't be that easy to break your system. .

### 12. Do you release code to production at least once a month?

This is to check whether or not you're agile. The challenge these days is that *everyone* thinks they're agile, so asking "are you agile" is ineffective. The proof is in the pudding. Real agile teams release code — frequently. Everything else is secondary.

### 13. Do you maintain a centralized backlog of new product ideas, bugs and issues?

Ideally, not only would you have a central database of ideas, but you'd provide the ability for customers to submit ideas and *vote* on other people's ideas.

### 14. Do you regularly run A/B (split) tests?

Great SaaS companies are great at testing and deciding with data. You should be running regular tests (as in several times a month). Example tests: Should we remove this feature (does anyone care?). Should we increase our price to \$75?

So, how did you do? Given that this is "alpha build 1" of the test, what additional questions should I have included? Are there any that you think aren't relevant that should be removed?

### 15. Do you invest in design and user experience?

Customer expectations (even for B2B companies) are high on the web. Having *crappy design* *might* be OK if you happen to have a product that people can't help but use -- but most of us are not in such *forgiving* circumstances. Great design not only helps you attract customers, it helps you keep them -- and get referrals. *Profitable* design is when you spend effort in design that is centered around your business objectives.

### 16. Does your company or product have a personality?

This is the squishiest of the questions -- but it's important. Great software companies today have a personality and a *voice*. They're distinctive and remarkable. Whether it's through their blog, through the copywriting in the product (like error messages), or through in-person interactions, some companies just have personality.



Do read the articles which are at times collated from the web. There are essential common points for any enterprise running through the article.

## EXHIBITIONS AND TRADE FAIRS

**HOSTS 2011** is one of the India's largest and most comprehensive hospitality trade shows. The exhibition will showcase kitchen & bakery equipments, F&B consuma. **31 January 2011 To 3 February 2011, Bombay Exhibition Centre, Mumbai, Maharashtra, India**

**Tex-Trends India 2011** will showcase the strengths of the entire Indian textile industry. The exhibition brings together the best in Indian Garments & Accessories **2 February 2011 To 4 February 2011, Pragati Maidan, New Delhi, India**

**ELCA Power International 2011** will be a grand stand for manufacturers and exhibitors to display the products and get the global attention and recognition **4 February 2011 To 7 February 2011, Bangalore International Exhibition Centre (BIEC), Bangalore, Karnataka, India**

**International Engineering & Technology Fair 2011** is a comprehensive B2B event, segmented into well-defined technological sections of the engineering & mechanical products **10 February 2011 To 12 February 2011, Pragati Maidan, New Delhi, India**

**HOSPITALITY India 2011** is a major event for the Hospitality and Food Industry. The show provides an ideal platform to launch new products and innovations **25 February 2011 To 27 February 2011, NSIC Trade Centre, Hyderabad,**

**Energy & Power India - 2011** is an event to promote players from power, electrical products, lighting, service provider and new & renewal sectors.

**11 February 2011 To 14 February 2011, Bangalore International Exhibition Centre (BIEC), Bangalore, Karnataka, India**

### **Cairo International Fair 2011**

Cairo International Fair 2011 is one of the largest business-to-business and business-to-consumer trade event in the Middle East and North Africa region. The 4...[more](#)

**6 March 2011 To 10 March 2011, Cairo Expo City, Cairo, Egypt**



Caption describing picture or graphic.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”



Caption describing picture or graphic.

## EXHIBITIONS AND TRADE FAIRS

**BLECH Russia 2011** exhibition is a highly focused exhibition dedicated to the sheet metal working industry. BLECH tradeshow offers suppliers of sheet metal machinery **15 March 2011 To 17 March 2011, Lenexpo Exhibition Centre, St. Petersburg, Russia**

**Texmac India 2011** exhibition will provide a platform for the manufacturer and suppliers to showcase their latest technologies, products and related services for textiles **16 March 2011 To 19 March 2011, Bombay Exhibition Centre, Goregaon, Mumbai, India**

**LIMEP 2011** is the 1st Liberian Mining, Energy & Petroleum Conference & Exhibition. It will feature three days of conference sessions, a trade exhibition, round table discussions **11 April 2011 To 13 April 2011, City Hall, Monrovia, Liberia**

**BuildTechAsia 2011**(BTA) 2011 exhibition is one of the largest expo on building technology in South East Asia. The expo provides a platform for exhibitors and manufacturers **27 April 2011 To 29 April 2011, Singapore Expo , Singapore**

**ANGA Cable Show 2011** is the Europe's leading trade fair and congress for cable, broadband and satellite. This tradeshow provides business-building opportunity **3 May 2011 To 5 May 2011, Cologne Fair Grounds, Cologne, Germany**

**Mediaexpo 2011 - Singapore** will provide an ideal opportunity for bringing together the manufacturers, service providers, industry players and decision makers **4 May 2011 To 6 May 2011, Singapore Expo Centre, Singapore, Singapore**

**Bangalore India Bio 2011** Tradeshow provide a platform for exhibitors to showcase their technologies and services during the event through podium presentations **4 May 2011 To 6 May 2011, TBA, Bangalore, Karnataka, I**

### International Trade Fairs—MSME 2011 first qtr

S.No	Name of the International Trade Fairs/ exhibitions & Country	Duration/Period	Product	Organized by
1.	India Pavilion at Arab Plast 2011, Dubai UAE	08-11 Jan, 2011	International plastic and rubber industries trade show	EEPC and PLEX-CONCIL
2.	Intermoda, Guadalajara, (Mexico)	19-22 January, 2011	Garments	ITPO
3.	Copenhagen International Fashion Fair, Copenhagen, Denmark	10-13 February, 2011	Leather Products, Accessories, Leather Garments And Footwear	CLE
4.	Cairo International fair, Cairo, Egypt	15-25 March, 2011	Multi Product	ITPO
5	India Pavilion at Ferroforma-Bricoforma 2011 at Bilvo, Spain	23-26 March 2011	International Hardware and do it yourself Exhibition	EEPC
6.	India Exhibition, Istanbul, Turkey	To be decided	Multi Product	ITPO

## Agri-Business Incubator Common Practices Conference at ICRISAT, Participation by COWE MC members

More than 40 participants from 16 countries across the world, including leaders, professionals, industrialists, small and medium enterprises (SMEs) and institutions in the field of agribusiness, incubators, agricultural research, funding agencies and related stakeholders gathered for the inaugural meeting of the Agribusiness Community of Practice (CoP) of *infoDev* at Golconda Resorts, Hyderabad, towards developing a work plan for *infoDev*'s Agribusiness CoP for 2010-12.

Information for Development (*infoDev*) is a global partnership program in the World Bank Group of International Development Agencies to achieve economic growth, sustainable development and poverty reduction. The Agribusiness CoP is a strategic component of *infoDev*'s new agribusiness entrepreneurship program that works towards developing a good practice assessment and training program on agribusiness incubation.



*Dignitaries with the Hyderabad Declaration at the press conference. COWE members at the Agribusiness Community of Practice (CoP)*

The meeting was jointly organized by ICRISAT and coordinated by Agri-Business Incubator (ABI) in ICRISAT

CONFEDERATION OF WOMEN ENTREPRENEURS

**Gearing Women Power**

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INDIA

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E-mail : [cowe04@gmail.com](mailto:cowe04@gmail.com) [WWW.CO-WE.COM](http://WWW.CO-WE.COM)

**Our mission :**

Enhance women's opportunities in achieving the vision by creating a resource base of technical know how, management, marketing skills, finance, infrastructure and equipment to promote entrepreneurship.

**Our vision :**

Build a women force that is economically empowered, valued citizens of the nation. By pooling the dormant talent, skills, practical knowledge and resources of a woman and combining it with her intrinsic quality of dedication and commitment, we will achieve this.

