



Confederation of Indian Industry

MSME CEO Summit 2018

“Enabling Business Owners for the Future”

September 19, 2018 at Hotel Ramada Plaza, Chennai

FORE School of Management, New Delhi in association with the **Confederation of Indian Industry (CII)** has organized MSME CEO Summit 2018 on “Enabling Business Owners for the Future” on September 19, 2018 at Hotel Ramada Plaza, Chennai.

More than 150 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.



The various sessions at the Summit focused on topics like Industry 4.0 +: Multiply Your Business; Branding, Product & Communication Design and Digital Marketing towards Nextgen MSME; Business Growth Story – Different Journeys; Financial Management – An art in Business, Financial options & Export Opportunities and Innovation, Technology & HR Effectiveness for Successful MSMEs



Dr. Jitendra K. Das, Director, FORE School of Management was the moderator for the Session on “Branding, Product & Communication Design and Digital Marketing towards Nextgen MSME” in this summit. In this session panelists shared “CEOs can understand on how product and communication design impacting business, Learn and to understand about lead generation and lead management to improve sales conversions for MSMEs, Digital technologies, tools and mobile driven solutions can help in improving lead management, sales conversions, deeper insights on prospective customers, etc.

Dr. Jitendra K. Das was accompanied by the following prominent panelists:

Mr. Ramesh Manickam, Chief Executive Officer, Centroid Designs Pvt. Ltd

Mr. Muthu Ramalingam, Director & CEO, Dextrasys Technologies Pvt. Ltd