



The American Center, Mumbai, in association Small and Medium Business Development Chamber of India and Indo American Chamber of Commerce is conducting a discussion on 'Small and Medium Enterprises (SME) Development: Role of Government'. Smallerenterpriseindia.com's content contributor and panel of advisor, Ashwin Merchant will be talking to US authorities in SME segment via Live Digital Video Conferenc on Thursday, March 17, 2011.

Speakers profile:

Ellen M. Thrasher is the Director for the Office of Entrepreneurship Education, U.S. Small Business Administration (SBA). In this capacity she serves as an advocate for entrepreneurial development through a variety of management and technical assistance programs and services designed for small business success. She also manages SCORE, a \$7 million counselling and training program composed of nearly 14,000 volunteers operating from more than 350 chapters in over 800 locations nationwide. The SCORE provides face-to-face counselling, topical planning and on-line counselling to America's entrepreneurs. Ms. Thrasher also directs the Office of International Visitors, and SBA's youth entrepreneurship program including training in fiscal literacy, and the E-200 Emerging Leaders executive level training initiative. She is active in numerous civic and community organizations.

Chandrakant Salunkhe is founder president of Small and Medium Business Development Chamber of India, which provides a full range of support services to SMEs in India in order to make them globally competitive. Mr. Salunkhe heads several other organizations, including the Maharashtra Industrial and Economic Development Association, SME Training Institute of India, and the SME Export Council. He is Chairman and Managing Director of Macro Group of Companies, and a member of several government and industry associations and bilateral trade organizations.

Ashwin Merchant is the founder and advisor of Marketing Clinic in Mumbai, which provides assistance to a large number of small and medium businesses in a variety of industry sectors and districts. He has more than 25 years of experience in strategies and techniques of modern-day marketing for Indian SMEs. Mr. Merchant has delivered over 200 talks across India and abroad, written several articles and books, and contributed to leading websites on marketing. He is an honorary member of SME committees of the Indian Merchants' Chamber, IACC and others.