

## **NASSCOM'S LARGEST SME PROGRAM OPENS GATEWAY TO THE US MARKET**

As part of its continued efforts to explore newer markets and reinforce commitment to existing geographies, the **National Association of Software and Services Companies (NASSCOM)** concluded its first edition of an exclusive SME program for the US market. The largest international engagement program from 15<sup>th</sup> – 22<sup>nd</sup> July 2019 provided SMEs a gateway to the U.S. market to promote mutually-beneficial trade, investment, and technological exchange opportunities between India & US.

Focus of the Visit was to facilitate –

- Setting up opportunities for the Indian Tech companies across the US
- Potential partnership with the US companies for co-innovation
- Understanding of talent availability across various states
- Regulatory framework of setting up and starting the company in the US

**Program started from the state of New Jersey –**



Governor Phil Murphy, talking to the NASSCOM companies in New Jersey – he highlighted the India is New Jersey's fourth-largest overall trade partner, an economic relationship that exceeds \$8.3 billion annually. He spoke about deepening the economic partnership between New Jersey and India. He tweeted "**Honoured to speak to @Nasscom business leaders in New Brunswick today about deepening the economic partnership between New Jersey and India**"

**North Carolina –**

**Governor Roy Cooper, hosted the NASSCOM companies at his residence for breakfast meeting. He highlighted the tremendous bond shared between India and North Carolina and on various investments made by the Indian tech companies in the state.**

**Secretary of Commerce for North Carolina, Anthony Copeland released IHS Reports on Employment and Economic Impact by Indian IT Industry in the US. Reports highlight the enormous impact that the Indian IT industry have had on the US economy and job creation.**



**Columbus, Ohio –**



**Governor Mike DeWine, addressed the NASSCOM companies and highlighted the benefits of setting up business in the state of Ohio. He assured all support to the companies if they decide to choose Ohio as their home base in the US.**

**Michigan –**

Reinforcing support to the SMEs to ensure their growth in US, NASSCOM signed an MOU with Automation Alley (a not-for-profit Trade Body from Michigan) in the presence of The Lieutenant Governor of Michigan, Garlin Gilchrist. This is for setting up a 3 month rent-free soft landing for our member companies in Troy, Detroit

Frisco, Texas -



VAN TAYLOR  
MEMBER OF CONGRESS  
THIRD DISTRICT, TEXAS

July 22, 2019

Dear Friends and Honored Guests,

As the Representative for Texas' Third Congressional District, it is my pleasure to welcome the members of the National Association of Software and Services Companies (NASSCOM) to Frisco and to the great State of Texas!

For decades, our region has served as a hub for innovative and cutting-edge technology. It is this entrepreneurial spirit coupled with a thriving economy which have driven thousands of global and domestic companies to relocate to North Texas. Following today's visit, it will be easy to see why.

Once again, it is my honor to welcome your delegation as you hear from our area partners regarding all the Lone Star State has to offer. It is my hope that your visit will prove what many have already learned: North Texas is an exceptional place to live, work, and raise a family. Best wishes for a successful visit in our beautiful state.

Semper Fidelis,

*Van Taylor*

Van Taylor  
Member of Congress

**Congressman Van Taylor, couldn't join, however he reached out with a personal note to the NASSCOM companies and welcoming them to the state of Texas. NASSCOM team met him in DC**



**NASSCOM Delegation with Mayor of Frisco, at the Dr Pepper Ballpark, Frisco. NASSCOM branding in the stadium did us proud.**



**Member Participant's initial feedback –**

*"It was excellent meeting all, extremely nicely spent week.... Special recognition to Shivendra and Mayank.... wish everyone a great Success"* **Mukesh Khanna, Tally Solutions Private Limited**

*"Thanks Shivendra and Mayank for giving this opportunity to be part of this delegation. It will allow many of us to kick start business in a new territory. Moreover I made new friends, facing similar challenges and had lots of fun. I hope to grow and help others via NASSCOM platform. My request will be to consolidate the learning's during this trip and let us know the next plan of action how we can access different services via NASSCOM. Looking forward to the next NASSCOM program and meeting all of you again. I am based in Pune and if anyone needs any help in Pune please feel free to reach out"*  
**Vijender Yadav, Accops Systems Private Limited**

*"Thank you NASSCOM, Shivendra and Mayank for arranging this trip. It has answered a lot of queries and opened a new gateway of opportunities to all of us. Made new friends and memories to cherish for life."* **Rachit Bagda, Gempulse Infotech Pvt Ltd.**

*"Thank you to the whole team of NASSCOM, especially Shivendra & Mayank for initiating & organizing this one of a kind program. Past 10 days have really helped in aligning our need to the possibilities for the US market. Absolute cracker of 10 days meeting all of you. Hope this bond only gets stronger as we move ahead. Any time you are visiting Ahmedabad, I'd love to host you. Keep in touch"*  
**Mrudul Shah, Technostacks Infotech Private Limited**

*"Truly Great experience and thank you Shivendra, Mayank and NASSCOM which such power packed schedule in all the cities. I feel lucky to have made so many friends on the trip with whom can share and discuss opportunities and experiences"* **Kshitij Jain , Mindspace Outsourcing**

*"It was fantastic meeting such a vibrant delegation. It was a good learning curve for me and hopefully will lead to some results. Thanks Shivendra and Mayank for all your efforts. Let's all remain in touch and help each other meet our goals"* **Naveen Gulati, Open Mind Services Limited**

*"Thank you Mayank and Shivendra for this amazing delegation. Got many insights about US market. Thanks everyone, it's a pleasure meeting you all. All the best to each of you. Have a safe trip back to home"* **Rahul Attuluri, iB Hubs (iBuild Innovations India Ltd.)**

*"Great being part of the delegation, Amazing bunch of people, great learning and connect. Memorable experience!! Thank you NASSCOM for organizing this. We couldn't have met so many people in such a short time. It was a tough schedule but was worth it"* **Jaswinder Singh, Tech Prastish Software Solutions Pvt Ltd.**

*"Thanks to NASSCOM. It's a great time for last 10 days with all of you. Look forward to keep connected"*  
**Manoranjan Mahapatra, Suyog Computech private limited**

*"Thank you so much NASSCOM, Shivendra and Mayank for facilitating the tour and meetings. Thanks to all hosts for the wonderful hospitality. Best wishes to all the members of the delegation and look forward to a positive outcome"* **Bhavani Shanker, Posidex Technologies P Ltd**

*"Thank you everybody for the lovely company since last week, especially Shivendra and Mayank for their untiring effort to make the events possible. I wish everyone all the best. Thanks"* - **Ashwini Kumar Rath, Batoi Systems Pvt Ltd**

*"Shivendra, a big shout-out to your team for a well-crafted itinerary. Look forward to future interactions. Many thanks for steering this"* **Sushmita Ghatak, ICRA Online Ltd**

*"A big thank you to Shivendra for going all out and making this trip a grand success. My takeaway has been - all queries resolved (including visas and other basic compliances) on how to go about setting up the operations. A special thanks to Mayank who worked in the background 24x7 taking calls to answer some of the weirdest questions"* **Vibhu Bansal, ITSYS Solutions Pvt Ltd**

*"Past few days have been an experience which I will cherish for years to come. Thank for the amazing moments together- from parties to networking, to missed flight connections and standing in queues, and to the amazing learning we all have had during past few days. Thank you Shivendra and Mayank- for being there all the time and being the voice of the group. We all have together started on a path which sees no return and I look forward to sitting down with you all in next few years to share our mutual success stories"* **Rahul Mehta, Gempulse Infotech Pvt Ltd.**

*"Thanks Shivendra, Mayank, Saurabh and other NASSCOM team members for organizing the visit to the USA. It was well organized and coordinated by Mayank. It was a pleasure meeting all the delegates during this visit"* **Sudhakar S Marthi, ZOHO Corporation Private Limited**



## Media Coverage -

### [Nasscom hand-holds the SMEs to enter US market](#)

KNN India

Online, 24 July 2019

### [Nasscom takes SME delegation to US to strengthen strategic alliances](#)

Deccan Chronicle

Online, 24 July 2019

### [Nasscom takes SME delegation to US to strengthen strategic alliances](#)

Business Standard

Online, 24 July 2019

### [NASSCOM brings SME delegation to US for exploring possibilities of entering American market](#)

Financial Express

Online, 24 July 2019

### [NASSCOM brings SME delegation to US](#)

The Week

Online, 24 July 2019

### [Nasscom's largest SME programme opens gateway to the US market](#)

The Economic Times

Online, 21 July 2019

### [Nasscom handholds SMEs enter US market; partners with trade body to offer regulatory, legal support](#)

Financial Express

Online, 21 July 2019

### [Nasscom to help SMEs enter US market](#)

Techcircle

Online, 21 July 2019

### [NASSCOM's Largest SME Program Opens Gateway to the U.S. Market](#)

India Today

Online, 21 July 2019

### [Nasscom's largest SME program opens gateway to US market](#)

Express Computer

Online, 21 July 2019

[Nasscom's largest SME program opens gateway to US market](#)

NewR

Online, 21 July 2019

[NASSCOM'S LARGEST SME PROGRAM OPENS GATEWAY TO THE US MARKET](#)

ITvarnews

Online, 21 July 2019