



7th Edition
SUBCON 2018

(An Event of CODISSIA Intec Technology Centre)

Source of Successful Outsourcing

23rd- 25th May 2018
CODISSIA Trade Fair Complex, Coimbatore

Organized by



CODISSIA
Intec Technology Centre

Press Release

Issued by - **M. Yuvaraj**, Chairman

Coimbatore region has more than one lakh registered MSME units and an equal number of unregistered units. The economy of this region is sustained predominantly by these MSME units. It is therefore important to ensure that these MSME units have job orders to sustain themselves and the families of the employees working in these units.

In this regard, **CODISSIA** started organizing the **SUBCON** fair from the year **2005**. The objective of this fair is to bring together the MSMEs and also the Large Industries including PSUs so that there can be a healthy networking between them, ensuring job orders for these small units.

SUBCON is a social responsibility project of CODISSIA towards the small industries of this region. While this fair provides a platform for the MSMEs in the region to showcase their capabilities, the PSUs and Large Private Industries participate to identify quality vendors.

One may be aware that the Gov. of India has announced the formation of the Southern Defence Corridor in which Coimbatore shall have a very significant role. The MSMEs of this region have sensed a big opportunity in the form of defence manufacture and hence are gearing up to meet the future requirements.

This is evident from the fact that **SUBCON 2018** has almost doubled in size over the previous edition. This edition will have the participation of about **13 PSUs** and **15 Large Private Sector** Industries, who are taking active participation to lookout for potential vendors. The success of the Defence Indigenization Expo held at **CODISSIA** in March 2018 has prompted DPSUs like DRDO, BEL, BEML and HAL to participate in this fair again.

Moreover, the Gov. of India's **Central Procurement Policy** of procuring at least 20% of their required components from MSMEs has prompted the PSUs to participate in this edition of **SUBCON 2018** in a big way.

To showcase their manufacturing capabilities and to bag the orders, **190 Micro, Small and Medium Enterprises** from this region are taking part in this fair. To extend financial assistance to the participating MSMEs, **08** banks have also confirmed their participation. The presence of financial institutions will encourage the MSMEs to take decisions quickly. In this edition of **SUBCON 2018**, one can witness the participation of over **225 exhibitors**.

Concurrent to **SUBCON 2018**, there will also be a Conclave titled, "**SMall is Big**"organised by our conference partner **M/s. Texas Ventures**, at **04.30 PM** on **25th May 2018** at "**The Residency Towers**", **Coimbatore**. Eminent businessmen and noted entrepreneurs will address the participants on how to transform the Small Industries into Medium and Large categories. The participating MSMEs will be the beneficiaries of this event. (Details enclosed)

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