Organized by India SME Forum

With the support of Government of Andhra Pradesh

REVERSE BUYER-SELLER MEET

Vijayawada, Andhra Pradesh (26th- 28th July, 2026)

About Reverse Buyer-Seller Meet

The Reverse Buyer-Seller Meet aims to connect authentic international buyers with potential Indian sellers, providing an unparalleled opportunity to source high-quality products and services from India's verified MSMEs and exporters.

Through carefully curated buyer-seller matchmaking and sector-focused one-on-one meetings, the buyers will have direct access to reliable Indian suppliers, forging strong and long-term trade partnerships.

Focus Sector (Vijayawada, Andhra Pradesh)

- Agro and Food
- Textile & Apparel
- Handicraft & Handlooms
- Engineering Goods
- Imitation Jewellery
- Drugs & Pharmaceuticals

Eligibility Criteria for Buyers

- The applicant must be a representative of a non-Indian company registered in any country other than India.
- The applicant must have undertaken total cumulative purchases/imports amounting to at least USD 50,000 (Fifty Thousand United States Dollars) during the last two financial years.
- Only companies with the intention to buy/source/import from Indian MSMEs must apply to attend.

Offerings for Selected Buyers

- Hotel Accommodation with breakfast, official lunches and dinners, and all local transport arrangements for the duration of the meet.
- Access to over 300+ verified Indian suppliers across each priority export sector.
- Pitch session (7-10 minutes) to present business and sourcing requirements to potential Indian suppliers and partners during the event.
- Pre-scheduled B2B meetings with verified export-ready Indian SMEs based on sourcing interests.
- Dedicated helpdesk and point-of-contact executive assigned onsite for seamless assistance in India.

Program Outline

Day 1

- Arrival of Buyers
- Welcome Dinner and cultural program for Buyers and special guests

Day 2

- Inaugural Ceremony & Welcome Address
- Buyers Pitching Sessions
- Pre-Scheduled B2B Meetings
- Panel Discussions with Experts & Policymakers
- Open house discussions

Day 3

- Continued B2B Meetings
- Open Networking Session
- Valedictory Session

How to Participate

- Interested BUYERS may register for the program through the following link: https://indiasmeforum.org/itd/register-as-buyer
- For more information about the program, please visit: https://www.indiasmeforum.org/itd/upcoming-events

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Contact Us

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India SME Forum is India's leading organization for MSMEs, with over 98,200 MSMEs as direct paid members (including 9400+ Women Entrepreneurs) and 12,36,000 MSMEs as subscribers across 19 State Chapters. India SME Forum is a nominated member of the Advisory Committee mandated in the section 7, sub section (2) of the MSMED Act, 2006, (27 of 2006) (https://www.dcmsme.gov.in/Advisory_Committee.aspx) and its professional association affiliation includes the Ministries of MSME, Finance, Corporate Affairs, Commerce & Industry of the Govt of India, FIDD of the RBI, UNIDO, UNCTAD, ITC Geneva, WUSME, INSME & WTO's informal group for SMEs. https://www.indiasmeforum.org/.