

FCCISL Sri Lanka

www.metamart.biz

E- Networking to Link District MSME's at Regional, National and Global Level to enhance their market accessibility and growth

Federation of Chambers of Commerce and Industries of Sri Lanka

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NEED

- The availability of information of the products and services offered by regional MSME to their potential customers is observed as a key hurdle for them to clear. Though the global market is made accessible with the growth of IT and e-commerce, regions have not gained from this, even for national networking.

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This is mainly due to

- Benefits of networking have not been disseminated in a logical manner to regional MSME's. (Ignorant of such opportunities)
- These enterprises are not been e-networked in an organized manner regionally for e-networking nationally and globally.
- Lack of professional expertise to explore the market opportunities using e-networking.
- Non-availability of organized national and regional institutional framework with linkage to institutional framework at national level having professional knowledge to facilitate the needs of MSME sector to explore opportunities regionally, nationally and internationally.

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GOAL

- provide "regional MSMEs an organized market access supported by national and regional institutional framework"**

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Options

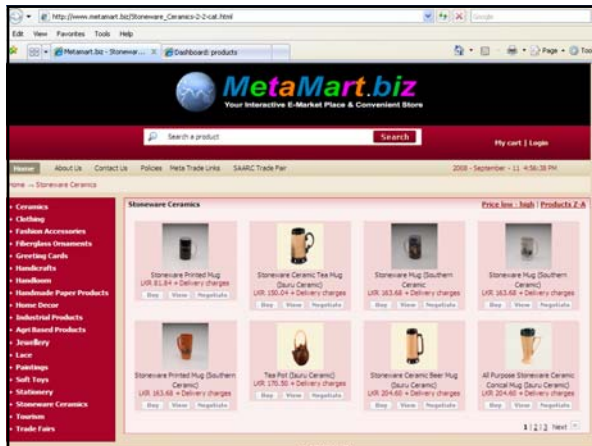
www.metamart.biz
your interactive e-market place & convenient store

buy products, send gifts, pay bills, online banking and much more

A Project of the Federation of Chambers of Commerce & Industries of Sri Lanka (FCCI)

Meta Links

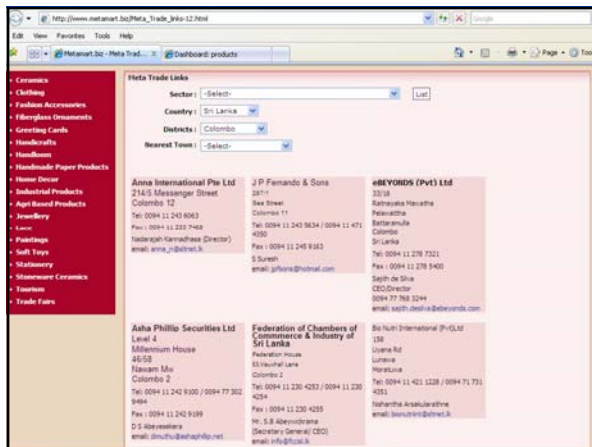
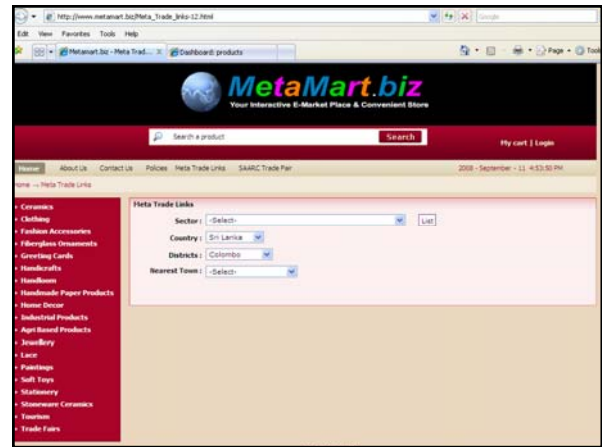
The screenshot shows the MetaMart.biz website interface. At the top, there is a search bar with the text "Search a product" and a "Search" button. Below the search bar, there is a navigation menu with links for "Home", "About Us", "Contact Us", "Policies", "Help", "Track Links", and "SABC Trade Fair". The main content area is divided into several sections. On the left, there is a vertical menu with categories such as "Ceramics", "Clothing", "Fashion Accessories", "Fiberless Ornaments", "Greeting Cards", "Jewelry", "Lace", "Paintings", "Soft Toys", "Stationery", "Stoneware Ceramics", "Tourism", and "Trade Fairs". The central part of the page features a large image of a Buddha statue and a colorful abstract artwork. On the right, there are several smaller images and text boxes, including "National Chamber of Merchants of Sri Lanka", "Meta thing", "Meta Jewellery", "Nations Trust Bank", "Meta Trade Links", and "Nations Trust Bank".



What is MM & Y? MM

- Fully Functional unique E market platform created By FCCISL
- Cut a cross all logistical barriers
- Designing and Promotions/Market Linkage will be Handled by FCCISL
- Training and development
- Affordable minimum cost
- Stepping Stone for MSME's for e platform

Option -2



Implementation Structure

- Chambers in the 24 district will be the main focal point for MSME/Business linkage and networking. E-networking linkage to be created by

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Implementation Structure cont.....

- o District chambers & authorized agents to enlist regional MSMEs/Businesses under terms and conditions specified for enlisting by FCCISL.
- o Producer and distributor associations, farmers & fishermen associations, wholesale & retail trades, millers, manufactures, service providers, transporters, professional service providers etc. (all sectors) to be enrolled.

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Implementation Structure cont.....

- o Enlisted MSMEs/Businesses registered under METATRADE-LINK in www.metamart.biz .
- o Metatrade-Link is a Business information site in MetaMart.Biz.
- o MSMEs/businesses will be classified under different category on district/ town basis. Data will be entered at FCCISL

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Implementation Structure cont.....

- o Product group coordinators at FCCISL will guide regional Chambers on enlisting, networking & e-marketing and they will be responsible for marketing the website, networking at regionally, nationally and internationally using appropriate marketing strategy

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Implementation Structure cont.....

- o Utilize FCCISL's expertise in executing orders nationally and internationally.
- o MSME with products of national and international standards will be encouraged to obtain membership of metamart.biz and enjoy online trading facility.

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Implementation Structure cont.....

- o Metamart to hold buy and sell trade leads and match making.
- o Develop/ uplift Metamart as online auction place for regional agricultural and produces

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Listing styles and rates- SRILANKA

[LISTING STYLE AND RATES NATIONAL.doc](#)

Our Target

- To enlist at least 50,000 national/regional MSMEs/ businesses with the METATRADE-LINK with in next 3 years by end of 2010.

Net Working

[GLOBLE NETWORKING.doc](#)

Key Benefits

The 'Key Benefits' section features two circular diagrams. The first diagram, on the left, is a circular flow with three arrows forming a loop. The top arrow is labeled 'International' and the bottom arrow is labeled 'National'. The center of the circle contains the text 'NET WORKING'. The second diagram, on the right, is a circular flow with three arrows forming a loop. The top arrow is labeled 'ICC', the bottom-left arrow is labeled 'RCSI', and the bottom-right arrow is labeled 'SCCI'. The center of this circle also contains the text 'NET WORKING'.

END