

## **SMi to provide link for Indian firms with Western Europe**

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The UK-based Smi, Strategic Marketing Information, will provide a link for Indian organizations that are looking to create partnerships within Western Europe for communications and marketing expertise. It is also keen to initiate agreements for SMi Event Media, to provide CD-ROMs, DVD-ROMs, web-based applications and, where relevant, sponsorship sales for clients within the Indian bio market to help disseminate information in different areas.

SMi currently operates with approximately seventy staff specialising in conference production and information management. The SMi Group has a strong profile that pertains to high quality programs and publications.