

Abstract : The paper describes not only the challenges of SME in the scenario of globalisation, but also refers to the great opportunities due to the fast growing global markets. It specifically highlights the big chance for SME to become highly competitive and thus extraordinary success full when they focus on exploring, developing and sponsoring the specific talents of their employees. A huge potential of additional energy can be made available for everybody involved with a win/win concept by increasing effectiveness and efficiency of the operations. Referring to experience in Europe and USA it is explained how a company can utilise and maximise best its talents in order to grow its human- (means also) intellectual capital with the right future oriented management and leadership concepts. With this concepts, also Indian SME can in this way get well positioned and thus becoming (also internationally) highly success full.

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