World Trade Day 2019
30 June - 18 July 2019
Skilling MSMEs for Global Opportunities

3rd edition
MVIRDC World Trade Center Mumbai is the realization of the vision of one man - Sir M. Visvesvaraya - engineer, scientist, and a great son of India. Named after him, M. Visvesvaraya Industrial Research & Development Centre (MVIRDC) is a company registered and licensed under Section 25 of the Companies Act, 1956 (currently Section 8 of the Companies Act, 2013). MVIRDC is the promoter of World Trade Center Mumbai, which stands tall as a symbol of excellence in industry and trade services.
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Executive Summary

International trade is widely recognized as an enabler of economic growth and regional development. MVIRDC World Trade Center Mumbai's annual flagship event World Trade Day propagates the significance of international trade by actively engaging with small business communities at various regions of Maharashtra.

Over the last three years, this unique programme has been empowering aspiring and existing exporters across the state by bringing them in close contact with experts on international marketing, logistics, finance and other areas of foreign trade. These three editions of the programme have generated healthy dialogue at the district-level among entrepreneurs, subject matter experts and government officials about the difficulties faced by exporters and ways to enhance their global competitiveness.

The third edition of World Trade Day was held across eight districts of Maharashtra from June 13-July 18, 2019. This edition was supported by Government of Maharashtra's Trade and Investment Facilitation Cell (MAITRI) and received overwhelming response from micro, small and medium enterprises (MSMEs) across these districts.

The third edition of World Trade Day was held in Aurangabad, Kolhapur, Nashik, Solapur, Amravati, Jalgaon, Palghar and Ratnagiri. These eight districts were meticulously chosen based on their untapped export potential. Aurangabad has unrealized potential for integration into global value chain in sectors such as auto-components, pharmaceuticals and food processing. MSMEs in Kolhapur have demonstrated huge export competence in textile, leather, engineering and agro-processing sectors.

Similarly, Nashik has comparative advantage in export of agricultural and processed food, electrical and electronic goods, auto-components, among others. In the services sector, tourism is a key driver of employment and economic growth in the district. The south-eastern district of Solapur can be a major export hub for textile, especially cotton terry towel and food & beverages industry. Amravati, on the other hand, has untapped export potential in food processing, textile and apparel, engineering goods, among others.

The northern district of Jalgaon is blessed with favourable climate for growing banana, guava and mangoes. Therefore, the district has scope for developing export-oriented units in food processing sector. MSMEs have also demonstrated export competence in value added cotton, bio-coal briquettes, oil mills, PVC mats and PVC pipes, among others.

The newly formed district of Palghar has potential to develop export-oriented units in food processing, plastics and chemical sector.

The coastal district of Ratnagiri has favourable condition for developing export-oriented units in food processing, especially mango and cashew processing and value added marine products.

Under the overarching theme of ‘Skilling MSMEs for Global Opportunities’, the programme focused on imparting essential skills for engaging in international trade.

Senior faculties of World Trade Center Mumbai Trade Institute conducted training sessions on international marketing strategies, logistics management, quality standards, foreign trade policy, free trade agreements, export costing and pricing, among others.

The overwhelming response received from MSMEs across these districts demonstrates the aspirations of the
business community in the state to foray into the global market. More than 700 delegates from the MSME sector and aspiring entrepreneurs participated and benefitted from the training sessions across eight districts.

These participants voiced several challenges in doing business, which have come in the way of realizing their aspiration to expand businesses into the global market. Exporters in these districts expressed concern about lack of access to uninterrupted electricity, water supply, working capital and poor logistics infrastructure. These impediments make local industry highly uncompetitive in the global market.

Although Government of India and the state government of Maharashtra have introduced various incentives and subsidies to exporters, most of the intended beneficiaries are not aware of these benefits. Many exporters are not aware of the export credit being offered by various financial institutions on concessional terms and tax benefits available under various government schemes.

Government of India has signed free trade agreements with several countries and trading blocs. However, the utilisation of these trade agreements is far from satisfactory as small businesses are aware of the procedures to claim duty benefits under these agreements. There is a need to create awareness about the procedure to obtain preferential certificate of origin to claim duty benefits under various free trade agreements.

The programme served as an effective platform to understand these challenges of existing and aspiring exporters in districts. We are extremely grateful to senior officials from District Industries Center (DIC) for participating in these events and explaining the policy incentives of the state government for MSMEs.

Such a comprehensive programme could not have been possible without the active support of the local industry chambers in these districts. We acknowledge the valuable support of our local partners, viz. Marathwada Association of Small Scale Industries & Agriculture, Kolhapur Chamber of Commerce & Industry, Nashik Industries & Manufacturers Association, Lions Club – Ratnagiri and Tarapur Industrial Manufacturer Association (TIMA), Laghu Udyog Bharti – Jalgaon and MIDC Industrial Association Amravati for creating awareness about various government schemes and the procedures involved in international trade.

Most importantly, these organizations have played a crucial role in reaching out to the local MSMEs and garnering their participation for the programme.

We are also thankful to the valuable contribution of Engineering Export Promotion Council (EEPC), Marine Products Export Development Authority (MPEDA), Maharashtra State Agricultural Marketing Board (MSAMB) and the world’s leading consultancy organisation EY in this programme.

This report documents the key discussions held during this third edition of World Trade Day programme held across various districts. As an outcome of this month-long interaction with exporters, the Center has prepared a White Paper highlighting the major concerns of the industry and possible solutions to address them.

We are confident that the contents in this report will serve as a useful guide for policymakers in the state and in the central government, besides being a source of knowledge for industry and academic institutions.
Maharashtra is a land of vibrant business ecosystem, where entrepreneurship thrives. International market is not an unchartered territory for its business community as the state is already a leading exporter of agro-commodities, textile, engineering goods and pharmaceuticals, besides a host of services. Many enterprising MSMEs, including women entrepreneurs aspire to venture into exports. However, they face several impediments in taking their business to international markets.

The third edition of World Trade Day Programme served as a useful platform to learn constraints faced by existing and aspiring exporters in doing business overseas. The programme cannot be more timely as the key findings from our interactions serve as a useful input for the proposed Foreign Trade Policy 2020-25, which is expected to be released by September 2019. The outcome of this programme can also serve as an input for the terms of reference for the proposed Maharashtra Export Promotion Council.

**Trends in Exports – India and Maharashtra**

India is not an export-led economy as domestic consumption and investment are the major drivers of economic growth. Although India is the seventh largest economy in the world, it ranks 20th in terms of its export volume and it contributes hardly 1.7% to world exports. On the other hand, it is the 14th largest importer in the world with a contribution of 2.2% in world imports. Micro, small and medium enterprises (MSMEs) contribute 40% to the total exports of India.

Maharashtra is the leading contributor to India’s exports as it accounts for 23% of the country’s total outbound shipments. The state has well developed export-oriented industries in sectors such as gems & jewellery, petrochemicals, ready-made garments, cotton yarn, metal & metal products, agro-based products, engineering items, drugs & pharmaceuticals and plastic & plastic items.

In the farm sector, the state is a prominent exporter of grapes, mangoes, pomegranate and banana. In the services sector, information technology is a key export-oriented sector, with the state contributing more than 20% to the country’s software export.

Maharashtra has 28 exporting special economic zones (out of 222 SEZs in India), 225 functional export oriented units (out of 1832 in India).

**Challenges of Exporters**

This year (2019), MVIRDC World Trade Center Mumbai organised World Trade Day Programme in eight districts, namely, Aurangabad, Ratnagiri, Palghar, Kolhapur, Solapur, Amravati, Jalgaon and Nashik.

In most districts, entrepreneurs raised well known issues such as lack of timely access to working capital, inadequate power, water and logistics infrastructure and ignorance about government incentives and trade agreements. These problems have rendered Indian exporters highly uncompetitive against foreign exporters. For instance, many exporters in the covered districts are from the textile sector. Indian textile exporters have become uncompetitive because of the preferential market access given to Bangladesh, Sri Lanka and Turkey in USA and Europe. On the other hand, it also provides, opportunities to think out of the box and take initiatives in specialized textile exports such as technical textile, which is a niche market category.

Over and above this, Indian exporters are at a disadvantage with respect to these countries and other competitors such as China, because of high cost of labour, power, working capital, lack of logistics infrastructure etc. Indian exporters do not have access to export credit at low interest rates, as enjoyed by their competitors in other countries. Interest rates in India are higher than our competitors such as Bangladesh, China, South Korea, Sri Lanka, Vietnam and other countries (see the table below).
uncompetitive factors, the government provides various incentives and subsidies in the form of MEIS and SEIS scrips. However, these incentives and subsidies have been challenged by countries such as USA on charges that they violate the provisions of World Trade Organisation (WTO). Therefore, the Union Ministry of Commerce is revisiting these schemes to replace them with effective measures which are compliant with the WTO norms.

In this context of the domestic uncompetitive factors and the unsustainability of the existing incentives programme, the only long term solution to promote India's exports is to invest in supply chain infrastructure and handhold small exporters through efficient trade support programmes.

Investing in supply chain infrastructure such as inland container depots (for aggregating small cargoes from hinterland and transporting them through containers to ports), dedicated freight corridors, world class agro-export infrastructure in cargo terminals of airports, improving turnaround time in ports etc. reduce the logistics cost and time for exporters. This will enhance the competitiveness of small and large exporters in the country.

Some of these infrastructure such as dedicated freight corridors and infrastructure in major ports fall under the purview of central government. State governments can focus on upgrading cold chain infrastructure, warehousing and packaging units, dry ports, quality testing and certification labs, special economic zones etc. two years ago, Government of India introduced TIES scheme (Trade Infrastructure for Export Sector), under which it offers 50% equity grants to state governments for setting up these export-related infrastructures.

For instance, a dry port can be set up in the interior districts of Maharashtra, say Amravati, where there is significant export potential. Exporters from Amravati and nearby districts can send their goods to this dry port, where the goods will be subject to customs clearance. This dry port must be connected to JNPT or Mumbai Port Trust through road or rail. The goods sent from this dry port to JNPT will be directly loaded

Also, the tax system in India is such that not all the incidental taxes on exporters are reimbursed completely. For instance, levies such as stamp duty, electricity duty, tax on petroleum products etc. are not included under the GST regime. Exporters are not eligible to avail input tax credit for payment of these taxes, which have not been subsumed under the GST regime. Although Government of India reimburses these taxes under the MEIS and SEIS schemes, there are many instances where the taxes are not fully reimbursed to exporters. Therefore, while, in principle, exports are zero rated under the current GST regime, in reality many of the central and state taxes on inputs used for manufacturing finished goods are not reimbursed to exporters.

Also, the cost of logistics is high because of poor supply chain infrastructure in India. Jalgaon has many Small and Medium (MSME) industries in engineering Products. There are many small companies in the district manufacturing and supplying industrial boilers and heating systems by competing with large firms such as Thermax. By interacting with these companies, we have learnt that they can compete in the global market successfully if given right support in terms of logistics, banking and finance. We must also train these exporters in marketing strategies and export risk management.

### Revisiting Schemes

In order to compensate Indian exporters for these
into the ship as it has already undergone customs clearance at the dry port. This will reduce cargo congestion in JNPT and Mumbai Port Trust and will benefit exporters in terms of reduced turnaround time and less logistics cost. This will reduce logistics cost for small exporters as the dry port will aggregate all the EXIM cargo from nearby districts and provide integrated logistics solution to them. It will be all the more beneficial for small exporters if the dry port manages to secure the AEO (Authorised Export Operator) status, based on its sound track record in the first three years of operation. The following section highlights some of the general and technical challenges faced by exporters, as identified during our interaction with stakeholders. The section also offers suitable policy intervention to address these challenges. These challenges, by no means, attempt to cover all the barriers faced by exporters. However, effective solutions to these issues will considerably enhance the competitiveness of local exporters in the global market.

### General

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<tr>
<th>Challenges Identified</th>
<th>Actionable Policy Measures</th>
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<tbody>
<tr>
<td><strong>1. Lack of awareness on our competitive advantage:</strong></td>
<td>The proposed Export Promotion Council of Maharashtra must partner with local industry associations in each district to explore the untapped export potential in their areas.</td>
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<td>The business community in the country is not aware of the export potential in different regions, potential markets for these products and other basic information. For instance, Nanded district in Marathwada region of Maharashtra has great potential for producing soya product. However, people are not aware of this.</td>
<td>After mapping the hidden potential, the state government must create awareness about this potential and handhold local business community in exporting these potential goods in the following ways:</td>
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<tr>
<td>Ratnagiri district in Konkan region has export potential in PVC resin and Piping Systems, besides agro-commodities and manufactured goods.</td>
<td>Training must be offered for registering these local products in potential foreign markets, identifying their HS code, applicable tariff in the potential markets and other relevant information.</td>
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<td>Jalgaon being gifted with favourable climate for growing fruits and cotton, experts have found potential for developing lime pickle production unit and surgical cotton production units.</td>
<td>For instance, if an enterprise wants to export food and cosmetic products to China, it has to register its products with Certification and Accreditation Administration of the People’s Republic of China (CNCA).</td>
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<td>Recently, footwear artisans in Kolhapur received GI tag for the chappals they make. Government of Maharashtra needs to promote this GI tag in foreign countries through our trade missions abroad and by handholding the local artisans to register their products on e-commerce sites.</td>
<td>The government must also help local business community in securing Geographical Indication (GI) tag for traditionally popular products on the lines of Assam tea and Kancheevaram sarees, Ratnagiri Alphanso mangoes etc.</td>
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<td>In order to scale up their business to enter the global market, we need to create awareness among these traditional artisans about accessing export finance and upgrading technologies under EPCG scheme.</td>
<td>The government must also help local business community in appointing direct selling agents in the potential markets for marketing these identified goods.</td>
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<td>Other districts such as Ratnagiri, Amravati, Solapur, Aurangabad and Nashik have export potential in a</td>
<td>Finally and most importantly, Government of</td>
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variety of food products, textile and other manufactured goods.

Unless we map the export potential of all the regions and take necessary steps to tap this potential, we may not be able to attain our ambitious export target. Government of India has set an export target of USD 1 trillion by 2022 from the current level of USD 330 billion.

2. Delayed payment or non-payment by overseas buyers:

Many exporters do not receive timely payment from buyers because of incorrect documentation, violation of quality standards, cargoes getting stuck in customs procedure, etc.

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<td>variety of food products, textile and other manufactured goods.</td>
<td>Maharashtra must provide inputs to the union government for inclusion of these identified potential products in future free trade agreements (FTAs).</td>
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<tr>
<td>Unless we map the export potential of all the regions and take necessary steps to</td>
<td>The export promotion council must also create awareness about the existing FTAs to aspiring exporters.</td>
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<td>tap this potential, we may not be able to attain our ambitious export target.</td>
<td>Such an integrated approach will help promote potential exportable goods in foreign markets.</td>
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<td>2. Delayed payment or non-payment by overseas buyers:</td>
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<td>Many exporters do not receive timely payment from buyers because of incorrect</td>
<td>This is a common problem faced by many exporters.</td>
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<td>documentation, violation of quality standards, cargoes getting stuck in customs</td>
<td>ECGC offers insurance policy for small exporters (with turnover of less than Rs. 5 crore) to cover them against commercial risks, buyer risks, political risks and banking risks.</td>
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<td>procedure, etc.</td>
<td>Government of Maharashtra can encourage small exporters to buy these insurance policies by bearing the full cost or partial cost of the premium for the first time exporters (for a period of three years.</td>
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<td></td>
<td>Such insurance policies not only protect small exporters from commercial risks, but also subjects them to the discipline of proper documentation and declaration of transactions.</td>
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<td></td>
<td>Maharashtra Export Promotion must have a dedicated helpdesk to address this problem. Such a help desk must have a panel of export consultants who can guide exporters on sale contracts, documentation and Letter of Credit. The help desk may offer this service for free for first time exporters and it can charge concessional fee for small exporters and market-determined fee for large exporters.</td>
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<td>All information about this helpdesk, including its contact details, must be disseminated through all local chambers of commerce and District Industries Centers in every district.</td>
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<td>We must create awareness about the services of this helpdesk through local industry associations.</td>
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<td>The helpdesk may also assist exporters who are facing delay or default of payment by overseas buyers by liaising with Indian embassies abroad, bilateral chambers of commerce, export promotion agencies and other concerned organizations.</td>
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<td>There are instances when overseas buyers may not be able to make payment because of international sanctions.</td>
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<tr>
<td>3. Lack of awareness on foreign trade policy:</td>
<td>Government of Maharashtra’s upcoming Export Promotion Council must partner with local industry bodies and trade support institutions such as World Trade Center Mumbai to organise district-wise awareness programmes at regular intervals.</td>
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<td>Must organise district-wise awareness programmes at regular intervals.</td>
<td>Such programmes must educate MSMEs on various provisions of foreign trade policy and how aspiring exporters can avail of incentives under the policy.</td>
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<td>Exporters also suffer from obsolete technologies, which can be upgraded by importing modern technologies under the Export Promotion Capital Goods (EPCG) for various sectors. Besides EPCG scheme, the central government offers credit-linked capital subsidies for adopting new technologies, especially in the textile sector, under the Technology Upgradation Fund (TUF) scheme.</td>
<td>Awareness must also be created about the incentives under the newly announced comprehensive “Agriculture Export Policy” of Government of India. (steps to boost agro exports have been mentioned separately below).</td>
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<td>4. Difficulty in getting financial assistance from banks:</td>
<td>ECGC offers insurance to financial institutions for pre- and post-shipment credit provided to exporters.</td>
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<td>Exporters need pre-shipment and post-shipment credit.</td>
<td>Government of Maharashtra must enter into a special arrangement with a commercial bank that fulfils the following criteria:</td>
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<td>1) The bank must have wide network of branches across all districts of Maharashtra.</td>
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<td>2) The bank must be an authorized dealer in foreign exchange.</td>
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<td>The state government must encourage such a bank to offer pre-and post-shipment credit to first time exporters or small exporters. The government must</td>
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Export Promotion Council of Maharashtra must set up a dedicated cell in every district or partner with District Industries Centers to handhold aspiring exporters in executing documentation properly. Appropriate documentation reduces risk perception and creates trust in the minds of bankers.

Such a scheme must have reasonable conditions such as the beneficiary borrowers should be first time exporters and the premium cost for one borrower can be subsidized for a maximum of three years.

Alternatively, Government of Maharashtra can also partner with EXIM Bank to popularize the offtake of the latter's schemes in the state. EXIM Bank supports MSMEs through cluster financing, EXIM Mitra (online helpline), capacity building for micro entrepreneurs under Grassroots Initiatives For Development (GRID).

Every DIC in Maharashtra must be the local outreach partner for the Marketing Advisory Services (MAS) of EXIM Bank. Under MAS, EXIM Bank assists exporters through Match Making, Skill Development and Capacity Building.

For effective implementation of the existing priority sector lending norms, Government of India and RBI must ensure that all commercial banks adhere to these norms. Although the RBI has allowed banks to lend upto 2% of their total credit to exports, data shows that banks have not utilised this limit so far.

It is noticed that banks are not forthcoming to lend to exporters because of complex documentation involved in it. There are instances where aspiring exporters are turned away by bankers when approached for finance. On the one hand, complex documentation work increases administrative cost of processing export loans, while on the other hand, banks earn thin margin from export credit.

The role of State Level Bankers’ Committee and Lead Banks in districts assumes importance in this regard. We need to create trust between bankers and export credit borrowers.

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### Challenges Identified

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<td>It requires multi-pronged actions from the central, state and local governments to ensure uninterrupted power supply to industries. The state government must effectively implement the reforms under the UDAY scheme, namely adopting smart grids, plugging leakage of power, strengthening transmission infrastructure etc.</td>
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<tr>
<td>The state government can also encourage setting up of captive power generation infrastructure by industrial cooperatives in these districts. This will reduce the reliance of the local industries on state distribution companies.</td>
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<td>Local businesses in Maharashtra suffer from lack of access to basic infrastructure such as electricity, potable water supply, among others.</td>
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<td>5. Lack of uninterrupted power supply:</td>
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## Challenges Identified

**Electricity** is the basic raw material required for value addition. Entrepreneurs in Solapur and Kolhapur face disturbance in their production plans because of unscheduled power cuts.

**6. Risk aversion:**

International trade involves several risks such as volatility in exchange rates, payment default by importers, freight and logistics risks, geopolitical uncertainty etc.

Because of risk perception associated with exports, the business community hesitates to globalise their operations.

**7. Doing business in adhoc manner and an Inertia to change:**

International trade is different from domestic sales and it requires a different marketing and management approach. Local entrepreneurs hesitate to come out of their comfort zone and adopt best practices to compete in the global market.


Unfortunately, local entrepreneurs are aware of only one of the above three elements, viz. money.

Local entrepreneurs do not focus on goods or product aspect, by ensuring superior quality.

Entrepreneurs must understand that export means competing in the global market in terms of quality, price and timeliness.

## Actionable Policy Measures

Also, the power distribution companies must minimize unscheduled power cuts and provide advanced intimation of any such unscheduled power cuts through mobile SMS. This will help the industry plan their production schedule accordingly.

Risk aversion can be addressed by handholding exporters through rigorous training programmes. Commercial banks from the private and public sector must play a major role in creating awareness on documentation procedures involved in pre- and post-shipment credit.

Training programmes must also focus on the three risks association with exports, viz. currency risk, credit risk and country risks.

In this age of social media, video sharing apps are powerful tools to change behavior and inculcate professional approach to exports.

Government of Maharashtra's MAITRI must introduce an educational video sharing app in Marathi and Hindi languages for exporters. Such an app must be a platform for successful exporters to share their best practices and encourage aspiring exporters to adopt them.

This app should be available on Android, IOS and other operating systems of smartphones.

Successful exporters can also share tips on appropriate export costing and pricing, EXIM finance, Incoterms, documentation and international marketing, logistics and shipping.

According to experts, while it takes 7-8 years to succeed in the domestic market, it may take even more number of years to become a successful global business.

Through this app, seasoned exporters can share tips on understanding the pulse of international market, survival strategies during times of global recession etc.

In the course of time, this app can also be transformed into a tool for matching local sellers with potential foreign buyers. Local sellers should...
### Challenges Identified

| 8. **Ease of Doing Business, Cost of Doing Business and Risk of Doing Business across borders:**  
Exporters face delay in navigating through the complex administrative procedures involved in international trade.  
It is alleged that several exporters face inordinate delays in receiving government incentives.  
Exporters using EPCG scheme for importing machineries duty-free are facing delay in receiving duty benefits because of procedural complexity.  
Secondly, many government schemes are unambiguous, thereby giving room for discretionary interpretation by officers. Furthermore, frequent notifications intimating changes in schemes causes uncertainty among exporters.  
Exporters also feel that the central government must rationalize laws on special economic zones (SEZs) governing entry and exit of new business, provisions related to doing business with domestic tariff area (DTA) etc.  
Addressing all these issues will not only improve ease of doing business, but also reduce cost and risk of doing business for exporters. |

| **Actionable Policy Measures**  
be encouraged to share video demonstrations of their products and also share their official contact information. Maharashtra Export Promotion Council can identify potential overseas buyers for these products (through database such as Kompass) and suggest the same to the sellers.  
The app must also encourage exporters to share their experience in international dispute resolution and ways to handle trade disputes effectively.  
As government emphasizes on e-governance, exporters must receive all export incentives such as duty drawback, advanced license and EPCG, the moment they complete online filing of shipping bill.  
Awareness needs to be created among exporters about the documentation procedures for claiming incentives under EPCG and advanced authorization schemes.  
Exporters can import technology under EPCG scheme and raw materials under advanced authorization scheme.  
Exporters must be educated to use both these schemes simultaneously so that they will have only one common export obligation for both the schemes.  
Exporters in Solapur and Kolhapur can enhance the quality of terry towels, blankets and other goods by importing superior technology under EPCG scheme.  
Similarly, exporters in Jalgaon, Nashik and Aurangabad also benefit by effective use of these schemes.  
The proposed Export Promotion Council of Maharashtra must organize open house meetings in all districts periodically with DGFT to address challenges of exporters. |

| 9. **Promoting agro exports:**  
Maharashtra is blessed with favourable agro-climatic condition to produce a wide variety of crops.  
The state is the second largest producer of fruits after Andhra Pradesh. The lead in production  
Government of Maharashtra must take the following measures to promote farm exports:  
The state is setting up specialty testing labs for agro exports in various districts. Such labs must be equipped with world-class infrastructure to test the |

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Maharashtra is also the largest producer of cereals, especially maize. It is the second largest producer of pulses and soyabeans. The state is the largest producer of cotton and second largest producer of sugarcane in the country.

There is a tremendous scope to increase export of these produce (except sugarcane – which is a highly regulated crop) if government takes appropriate steps.

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<td>reflects in the fact that Maharashtra is also the largest exporter of fruits and vegetable seeds. However, there is tremendous scope to increase its exports by creating an effective post-harvest infrastructure. For instance, Maharashtra has only 603 cold storage facilities compared to 2368 in Uttar Pradesh, 890 in Gujarat and 672 in Punjab.</td>
<td>conformity of goods to the sanitary and phyto-sanitary standards of the importing countries. Such labs must also be recognized by the quality certification agencies of the importing countries.</td>
</tr>
<tr>
<td>Maharashtra is also the largest producer of cereals, especially maize. It is the second largest producer of pulses and soyabeans. The state is the largest producer of cotton and second largest producer of sugarcane in the country.</td>
<td>Similarly, the state government must also set up cold storage and refrigeration facilities.</td>
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<td>There is a tremendous scope to increase export of these produce (except sugarcane – which is a highly regulated crop) if government takes appropriate steps.</td>
<td>Maharashtra, being the leading producer of fruits, cereals, pulses and oilseeds, can benefit immensely from the comprehensive “Agriculture Export Policy” of Government of India.</td>
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<td>The board should Interact with relevant stakeholders, identify ways to improve infrastructure and logistic facilities, redress the issues faced by exporters by partnering with relevant departments within the State Government; MSAMB has established a mango export center in Ratnagiri. It should also set up similar centres for cashew, strawberry, oranges, grapes and other fruits.</td>
<td>Government of Maharashtra must declare MSAMB (Maharashtra State Agricultural Marketing Board) as nodal agency for promoting exports of agro-based products.</td>
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<td>The nodal agency must also create awareness about the central and state schemes for farm exporters.</td>
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<td>MSAMB should work closely with the field offices of APEDA, the Marine Products Export Development Authority (MPEDA), Tobacco Board, Tea Board, Coffee Board, Rubber Board and Spices Board in this regard. All these agencies must work in coordination to ensure sustainable backward and forward integration of agri-value chain.</td>
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### Technical

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<td><strong>1. Market selection process:</strong>&lt;br&gt;Aspiring exporters need data on potential foreign markets for their products, tariff and non-tariff barriers in those markets, existence of trade agreements with those markets and who are their likely competitors in those markets.</td>
<td>The proposed Export Promotion Council of Maharashtra must create a dashboard to map the potential exportable goods in different districts and target market for these goods. Market for these identified goods must be chosen based on several criteria such as potential demand in the country, existence of trade agreement, distance of the country, non tariff barriers in the country. In this selection process, exporters must avoid highly competitive markets, where chance of penetration is low. The Council must partner with all the World Trade Centers to benefit from its vast global network as well as take support from Indian Embassies abroad. The Council must also explore opportunities for collaboration with ITC and UN Procurement Division (UNPD). ITC has been working on capacity building for small exporters for the last 50 years. Similarly, the UNPD offers huge business opportunities for vendors of pharmaceuticals, contraceptives, vaccines, foods, beverages, domestic appliances, tools etc. The UNPD procures these goods for its global network of peacekeeping force.</td>
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<td><strong>2. Resolving trade disputes, finalising terms of payment and role of Incoterms:</strong>&lt;br&gt;Many a times the sales contract entered by exporters with the importers is ambiguous. Ambiguous contracts increase the likelihood of disputes between the parties. There are thousands of such dispute cases registered with the International Chamber of Commerce (ICC) for resolution. Local exporters are not aware of Incoterms, which is a set of rules introduced by ICC to clearly define the responsibilities of sellers and buyers in a sale contract. Trade disputes can be resolved if contracts are designed based on Incoterms.</td>
<td>The proposed Export Promotion Council must partner with EXIM Bank and ECGC to create awareness about Incoterms. Exporters need to understand the relevance of Incoterms to costing, freight, insurance, trade, loading and unloading. Incoterms is a tool that specifies from which point buyer's responsibility starts and seller's responsibility ends. Incoterms clearly mentions who will bear the cost of freight and insurance, whether the buyer or seller. Training session must also be conducted on proper documentation to reduce chances of dispute. Exporters need to know the significance of Bill of Lading, Commercial Invoice and Bill of Exports and when they should be sent to the buyer.</td>
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<td><strong>3. Quality standards/certification/accreditation:</strong> Many a times, local enterprises lose business to foreign competitors as they ignore the quality aspect of their product.</td>
<td>Maharashtra Export Promotion Council must partner with Export Inspection Council of India and its field offices in Mumbai to create awareness about quality standards. This Council is responsible for issuing phytosanitary certificate and conducting pre-shipment inspection for agriculture goods, including dairy, animal and marine products. Awareness must also be created about certificate of origin and the quality standards applicable in European Union (EU) and non-EU markets for certain food commodities.</td>
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<td>Government of Maharashtra can create a dedicated fund to subsidise the marketing expenses of exporters for the first three years. The proposed Export Promotion Council must empanel marketing specialists to train exporters on appropriate marketing strategies, including branding, labeling and appointing selling agents abroad. Marketing strategy also includes effective communication of the quality and eco-friendly features the products. Exporters of agro-commodities and organic products need to be specially trained as these products attract strict labeling and safety norms in advanced countries.</td>
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<td>Small and medium enterprises located in hinterland have to incur huge logistics cost as the size of their shipment is less than full container (LCL). In order to tide over the small scale of shipment</td>
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**White Paper**

**Challenges Identified**

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<td>thereby rendering them uncompetitive in global market.</td>
<td>from hinterland, the state government, in partnership with the central government, must set up Inland Container Depots (ICDs) in interior districts.</td>
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<td>Even one hour delay in the arrival of cargoes to port can cause one week delay in shipment because of weekly shipping service to the importing country.</td>
<td>These ICDs will aggregate the cargoes of all the SMEs from the neighbouring districts. This way the cost of logistics can be defrayed across many small exporters.</td>
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<td>Therefore, logistics must be planned meticulously by exporters, especially in hinterland.</td>
<td>These ICDs must be connected to JNPT through rail route.</td>
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<td>The state government must use central government funding under ASIDE scheme (Assistance to States for Development of Export Infrastructure and Allied Activities) to develop logistics infrastructure.</td>
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<td>Lastly, the implementation of Direct Port Entry (DPE) scheme must be strengthened. Government of India introduced DPE to reduce dwell time and time taken for customs approval. However, there are many practical hurdles in implementing this scheme, some of which are: physical examination at customs, lack of proper documentation by exporters, inadequate infrastructure and need for adequate manpower at customs.</td>
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World Trade Day Maharashtra

MVIRDC World Trade Center Mumbai
Presents
WORLD TRADE DAY MAHARASHTRA
Skilling MSMEs for Global Opportunities
13 June to 18 July 2019

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth. The objective of World Trade Day is to encourage small and medium enterprises to explore opportunities in capacity building, international trade and exports. This initiative will provide an effective platform for existing and aspiring exporters including SMEs, women entrepreneurs and industry clusters to explore new foreign markets, understand the emerging challenges in international trade and enhance competitiveness. It will also promote enterprise development by helping young and small entrepreneurs to establish, expand or improve businesses.

The Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. With the rapid technological shift in means of production and that of internet and mobility in all spheres of economic activity, reorienting the MSME landscape towards cutting-edge innovation and skills is a foremost structural challenge. A dynamic global market coupled with domestic policy focus can unleash opportunities for MSMEs to go global.

Topics of Discussion
- Scope and Meaning of International Trade
- International Marketing & Quality Certification
- Foreign Trade Policy
- Inco Terms and Export Costing & Pricing

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Expertise
Senior Faculties of WTC Mumbai Institute
Government officials
Industry Experts

Partners

World Trade Day Maharashtra - 13 June - 18 July, 2019 | 18
Cordially invite you to the 3rd Edition of

WORLD TRADE DAY MAHARASHTRA
in Aurangabad

Skilling MSMEs for Global Opportunities

Thursday, 13th June 2019 | 2.30 pm to 8.00 pm

Venue: Marathwada Association of Small Scale Industries & Agriculture (MASSIA)
Waluj office at Plot No. P-15, More Chowk, MIDC Area, Waluj, Aurangabad

Programme

2.30 pm - 3.00 pm: Registration
3.00 pm - 3.30 pm: Inaugural Session
   - Welcome Address
   - Mr. A.O. Kuruvila, Advisor, WTC Mumbai
   - Opening Remarks
   - Mr. Dnyandeo L. Rajale, President, MASSIA
   - Address by Guest of Honor
   - Dr. Harshadeep Kamble, IAS,
     Secretary (Small & Medium Industries) & Development
     Commissioner (Industries), Government of Maharashtra
3.30 pm - 3.50 pm: Session by Industries Department
3.50 pm - 4.00 pm: Introduction to the trainer
4.00 pm - 5.30 pm: Training Session on exports-1: Mr. V.S Gupte
5.30 pm - 5.45 pm: Tea Break
5.45 pm - 7.15 pm: Training session on exports-2: Mr. V.S.Gupte
7.15 pm - 7.45 pm: Export Promotion of Engineering products-
   Mr.Varun Chulate, Asst. Director, EEPC
7.45 pm - 8.00 pm: Concluding Session
8.00 pm onwards: Networking Dinner

For Registration, please contact

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Tel: 022 66387391 / 395 | Email: wtcmumbai.org
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MASSIA
Tel: 91 240 2481482 | Email: info@massia.org
World Trade Center Mumbai invites MSMEs in Aurangabad for Skill Development Session

Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI) is the partnering agency for this session. The event gains significance at a time when Government of India and Government of Maharashtra are taking various steps to double India's exports in the coming years. The programme is part of the third edition of the Center’s flagship event World Trade Day Maharashtra to spearhead a state-wide awareness campaign on skill development to enhance the global competitiveness of micro, small and medium enterprises (MSMEs) in the state.

The district of Aurangabad is located in the Godavari and Tapi river basins of Maharashtra and it is a major hub for tourism in the Marathwada region. This district is the headquarter of Aurangabad division, which is one of the six revenue divisions in the state. Although there are no major minerals available in the district, it is an upcoming industrial centre of India and it falls under the Delhi-Mumbai Industrial Corridor.

As part of this mega project, Government of India is developing a well planned and greenfield smart industrial city - Aurangabad Industrial City (AURIC) - based on the concept of ‘walk to work’ on an area of 10,000 acres. According to latest Economic Survey of Maharashtra, around 35 plots in this upcoming industrial city have already been allotted to investors. According to a finding by MVIRDC World Trade Center Mumbai, there is untapped potential for employment creation and global value chain integration in sectors such as auto-components, pharmaceuticals and food processing in Aurangabad. Auto-component manufacturers in Aurangabad can explore the USD 2.6 billion untapped export opportunity for India in this sector, according to an estimate by ITC. Similarly, pharmaceutical companies in the district can explore USD 10 billion worth untapped market opportunities in foreign trade. Emphasising on the export potential in Aurangabad, Ms. Rupa Naik, Senior Director-MVIRDC World Trade Center Mumbai said, “There are 6,752 registered industrial units in Aurangabad that directly and indirectly contribute to the exports from this district. Specifically, Aurangabad Auto cluster is the preferred supplier for domestic and global automakers such as Bajaj Auto, Skoda Ltd, Volkswagen, Tata Motors etc. Several MSME units in the district are manufacturing packaging materials and mechanical parts that are used in finished export products. We need to sensitise these units about global quality standards, potential market for their products and procedures for export.”

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

The event is also supported by the leading industry body of Aurangabad - Marathwada Association of Small Scale Industries & Agriculture (MASSIA). The programme will be addressed by officials from Government of Maharashtra, senior faculties of WTC Mumbai Institute and industry experts. Distinguished speakers will highlight emerging opportunities in international trade, importance of international marketing strategies, adoption of global quality standards, foreign trade policy, export costing and pricing, among others.

The session will benefit MSME units representing auto-components, food processing, textile, pharmaceuticals and other manufacturing sectors in Aurangabad. Similar sessions will also be organised in other parts of Maharashtra, such as Kolhapur, Amravati, Nashik, Solapur and Jalgaon between June 13, 2019 and July 5, 2019.
World Trade Day Aurangabad Educates MSMEs on Foreign Trade

M VIRDC World Trade Center Mumbai received overwhelming response from micro, small and medium enterprises (MSMEs) for its interactive session on ‘Skilling MSMEs for Global Opportunities’ organized in Aurangabad on June 13, 2019. The event was organised in partnership with Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI), which is an arm of Department of Industries, Government of Maharashtra.

The interactive session is part of the series of knowledge programmes conducted by MVIRDC World Trade Center Mumbai across Maharashtra to observe World Trade Day. World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

Speaking on this occasion, Mr. B. S. Joshi, General Manager, District Industries Centre, Aurangabad created awareness about the various schemes of Government of Maharashtra to support micro, small and medium enterprises. Mr. Joshi suggested industry to avail these schemes and enhance their competitiveness in the global market.

Mr. Virendra S Gupte, Senior Faculty, MVIRDC World Trade Center Mumbai conducted an interactive session, where he explained the procedures involved in international trade, the importance of marketing strategy, right costing and pricing of goods and adherence to global quality standards.

Mr. Gupte began the session by sharing an overview of the current developments in international trade, including the ongoing trade tension between USA and China. He also highlighted key trends in India’s exports and imports in recent years.

Mr. Gupte suggested participants to develop strategies for export, which include identifying the right market, adopting quality standards of the importing nation, roping in the right logistics partner, managing currency risks etc.

Mr. Gupte informed about the key features of India’s Foreign Trade Policy and highlighted some of the government schemes/benefits available to exporters. Exporters can avail waiver of duty on import of raw materials and capital goods used for manufacturing exportable goods. Government of India introduced Advanced Authorization Scheme and Export Promotion Capital Goods (EPCG) scheme to facilitate duty free import of raw materials and capital goods by exporters.

He also covered critical aspects of Quality and Certification requirements according to global standards. Mr. Gupte explained the relevance of International Commercial Terms (INCO Terms) for finalizing contracts with foreign Buyers/Sellers.
Earlier in his welcome remarks, Mr. A O Kuruvila – Advisor – Trade and Education, WTC Mumbai shared the concept of World Trade Day and its objective. He pointed out that the objective of World Trade Day is to encourage small and medium enterprises to explore opportunities in capacity building and seek opportunities in international trade and exports.

Mr. Kuruvila suggested the participants to take advantage of the services offered by MVIRDC World Trade Center Mumbai in enhancing their presence in the global market.

He said MVIRDC World Trade Center Mumbai is a preferred catalyst for international trade in India. He also elaborated on the courses offered by World Trade Institute and to impart key skills for aspiring exporters.

After the session, the audience raised queries and clarification on various issues related to international trade during the question and answer session.

The event was held at Aurangabad on June 13, 2019.
Mr. Gupte offered following tips to aspiring exporters to prepare for the global market:

**Budgeting**
Prospective exporters must allocate adequate financial resources for developing export strategy. This financial resource must be enough to meet expenses towards international product marketing, participating in international trade shows, hiring distributors in the target markets, market research consultants and freight forwarders. Aspiring exporters must also provide financial resources for hiring full time staffs to handle export documentation and addressing queries and complaints of foreign customers.

**Revamping Website**
Companies willing to foray into the global market must revamp their website to customize it to international customers. The revamped website should have a currency converter and it should specify the terms and conditions of shipping, policies on bearing customs and freight charges, terms and conditions for return of defective goods and refund policies.

The website should have forms to invite queries from prospective customers and distributors in foreign markets. The website must be linked to payment gateways to enable customers pay online while placing the order.

**Hiring Freight Forwarders**
For new exporters, it is advisable to hire a freight forwarder who takes care of all the mandatory documentation, makes suitable packaging arrangement, handles transportation and also ensures customs clearance of the cargoes.

Freight forwarders are in a better position to manage clearance of goods from customs and port authorities. They also offer valuable suggestions to exporters on how to minimize logistics cost, take advantage of free trade agreements, comply with rules of origin norms, availing of export incentives etc.

**Conducting Market Research**
Aspiring exporters must study their potential market through primary and secondary market research by engaging consultants. The consultant will understand the tastes and consumer behavior in target market through primary research. Through secondary research, the consultant will gather information about applicable taxes and duties in the target market, local regulations, market competition, demand trends etc.

Exporters must also study the economic, political and geographical factors in the target markets to gain relevant insights. For example, information about the purchasing power of the customers, climatic conditions, political stability etc may offer significant value to the marketing strategies in the end market.
Cordially invite you to the 3rd Edition of

WORLD TRADE DAY MAHARASHTRA
in Kolhapur

Skilling MSMEs for Global Opportunities

Tuesday, 18th June 2019 | 3.00 pm to 8.30 pm
Venue: Hotel The Pavilion,
392 E, Assembly Road, Shahupuri, NULL, Kolhapur, India

--- Programme ---

3.00 PM - 3.30 PM : Registration
3.30 PM - 4.00 PM : Inaugural Session
                    Welcoming the Guests
                    Mr. Narendra Mate, Chairman, Training Committee, KCCIA
                    Opening Remarks
                    Mr. Sanjay Shete, President, KCCIA
                    Address
                    Mr. S. D. Shelke, Superintending Industries Officer, DIC Kolhapur
                    Introduction to the Programme
                    Mr. A.O. Kuruvila, Advisor, WTC Mumbai

4.00 PM - 5.30 PM : Training session on exports-
                    Prof. A.N. Khedkar, Senior Faculty, World Trade Centre Mumbai Institute

5.30 PM - 5.45 PM : Tea Break

5.45 PM - 6.15 PM : Export Promotion of Engineering products-EEPC

6.15 PM - 8.15 PM : Training session on exports-
                    Prof. A.N. Khedkar, Senior Faculty, World Trade Centre Mumbai Institute

8.15 PM - 8.30 PM : Q & A and Concluding Session
8.30 pm onwards : Networking Dinner

--- For Registration, please contact ---

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t: 0231-2525161
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World Trade Center Mumbai invites MSMEs in Kolhapur for Skill Development Session

MVIRDC World Trade Center Mumbai, in association with Government of Maharashtra, is organising a highly impactful knowledge session to train small entrepreneurs in Kolhapur on critical skills required for venturing into international market. The session, which is scheduled on June 18, 2019, will impart key skills such as international marketing, quality certification, export costing and pricing to existing and aspiring exporters.

Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI) is the partnering agency for this session. The event gains significance at a time when Government of India and Government of Maharashtra are taking various steps to double India's exports in the coming years.

The programme is part of the third edition of the Center's flagship event World Trade Day Maharashtra to spearhead a state-wide awareness campaign on skill development to enhance the global competitiveness of micro, small and medium enterprises (MSMEs) in the state.

The ancient city of Kolhapur is located on the banks of the river Panchganga and it is also known as Dakshin Kashi. Some of the industrial areas in the district are Kagal, Hatkangale, Gadlingalaja, Shiroli, GokulShirogaon, Ajara and Halkarni. The district has many small and large enterprises in agro-based industries, cotton textile, steel fabrication, among others.

Kolhapur is one of the four districts where the state government established a central hatchery to support poultry farming. The hatchery supports poultry farmers by supplying improved variety of eggs, chicks, improved variety of poultry birds, conducting training on poultry farming etc.

According to a finding by MVIRDC World Trade Center Mumbai, Kolhapur has untapped potential for employment creation and global value chain integration in sectors such as textile, leather, engineering and agro-processing in Kolhapur. Almost 80% of micro and small enterprises in Kolhapur are engaged in agro processing and cotton textile industries.

Emphasising on the export potential in Kolhapur, Ms. Rupa Naik, Senior Director-MVIRDC World Trade Center Mumbai said, “Leather footwear, textile and engineering goods are some of the exportable items from Kolhapur. MSMEs can benefit from indirect exports by supplying intermediate goods and services to exporters in the district.”

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

The event is also supported by the leading industry body of Kolhapur – Kolhapur Chamber of Commerce & Industries (KCCI).

The programme will be addressed by officials from Government of Maharashtra, senior faculties of WTC Mumbai Institute and industry experts. Distinguished speakers will highlight emerging opportunities in international trade, importance of international marketing strategies, adoption of global quality standards, foreign trade policy, export costing and pricing, among others.

The session will benefit MSME units representing textile, fabrication, auto-components, food processing, pharmaceuticals and other manufacturing sectors in Kolhapur.

Similar sessions will also be organised in other parts of Maharashtra, such as Aurangabad, Amravati, Nashik, Solapur and Jalgaon between June 13, 2019 and July 5, 2019.
M VIRDC World Trade Center Mumbai received overwhelming response from more than 100 delegates for its workshop on international marketing organised in Kolhapur on June 18, 2019. The event was organised in association with Department of Industries, Government of Maharashtra and the Kolhapur Chamber of Commerce & Industries.

During the workshop, experts on international marketing imparted critical skills required for venturing into the international market. The workshop focused on key skills such as international marketing, quality certification, export costing and pricing among others.

The event was attended by delegates from micro, small and medium enterprises, industry clusters, women entrepreneurs, startup enterprises and self-employed people.

This programme gained significance at a time when Government of India and Government of Maharashtra are taking steps to accelerate India’s exports in the coming years.

The programme is part of the third edition of the Center’s flagship event World Trade Day Maharashtra to spearhead a state-wide awareness campaign on skill development to enhance the global competitiveness of micro, small and medium enterprises (MSMEs).

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Emphasizing on the export potential in Kolhapur, Mr. A O Kuruvila – Advisor – Trade and Education, WTC Mumbai, welcomed the participants and explained the underlining objective of organizing such sessions. He also mentioned that similar sessions are planned in other key cities like Nashik, Amaravati, Jalgaon, Solapur & Palghar.

He explained the role played by MVIRDC World Trade Center Mumbai in promoting international trade with various activities including training courses in foreign trade. He spoke about the objective of WTD and how it helped MSMEs in building knowledge and confidence in entrepreneurship. He also elaborated on the services offered by WTD and encouraged MSMEs to get benefit by associating with WTC. He also said about various courses offered by WTC to skill entrepreneurs to be global.

Mr. Khedkar who is the senior faculty of WTC Mumbai was the main speaker for the program. He said that balance of trade (BOT), which is an indication of Forex inflow and outflow is a major issue of our economy. “Our Balance of Payment (BOP) may be overtly comfortable (because of strong inflow of foreign capital), but BOT is an issue as our imports far exceeds exports.

India’s foreign trade policy aims at improving BOT at micro level of a firm so that aggregated it may help towards achieving positive BOT.”

Mr. Khedkar suggested aspiring exporters to make use of government schemes to promote exports. He outlined the incentives and benefits under various schemes of Government of India as follows:

Mr. Khedkar also explained the various procedures involved in export of goods. Particularly, he laid emphasis on proper filing of Shipping Bill with the customs authorities. There are various colours of
forms available to fill Shipping Bill, based on whether the exported product is duty free, dutiable or duty can be claimed under drawback scheme. After verifying the details filled up in the form, the Customs authority will allow the shipment of the consignment by issuing the ‘Let Export Order’ and ‘Let Ship Order’. Shipping Bill is an important document required to claim duty benefits under various government schemes.

Mr. Khedkar advised exporters to hire Customs House Agents (CHAs) licensed by the Commissioner of Customs to take care of all the documentation procedures related to customs clearance.

Mr. Khedkar also raised awareness about the duty benefits under ‘deemed exports’ and the eligibility criteria to claim benefits under this scheme. A manufacturer or a sub-contractor can claim benefits under ‘deemed exports’ if she supplies goods to another exporter against the latter’s advance authorization. Manufacturers supplying capital goods to exporters against EPCG scheme is also eligible for benefits under deemed exports. Also, supply of goods to Export Oriented Units (EOUs) is eligible for benefits under deemed exports. Manufacturers or suppliers eligible under deemed exports can avail schemes such as advance authorization, drawback of customs duty and refund of terminal excise duty for certain excisable goods.

Mr. Khedkar concluded his remarks by pointed out that India needs to promote exports aggressively in the background of trade competition and political issues relating to tariff and non tariff barriers. The training we impart is to encourage industries to export good quality products at competitive prices by enhancing their competence with thorough knowledge of all aspects of international trade.”

Mr. Varun Chulate, Assistant Director from EEPC spoke about EEPC by elaborating on the specifics of markets for engineering products, existing and unexplored markets and specific schemes available to enter in to these markets.

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

The session benefited MSME units representing auto-components, agro processing, textile and other manufacturing sectors in Kolhapur.

Similar sessions will also be organised in other parts of Maharashtra, such as Amravati, Nashik, Solapur, Jalgaon, Palghar and Ratnagiri.

Key Observations of Speaker

The participants not only appreciated the need for Exports but also desired to undertake International Trade.

The problems faced by the Industries at all the centers were similar viz. Lack of Regular Electricity, Portable Water and Working Capital. They were virtually not aware of Foreign Trade Policy and handful of those who were aware felt that hassles faced at Government offices dissuaded them to think about regular International Trade.

Many Small Scale Industries desire to export but do not understand nuances of International Trade and regular efforts of sustained intensity is required.

Mr. Arvind N. Khedkar
Senior Faculty, MVIRDC World Trade Center Mumbai
Select Schemes of Government of India for Promoting Exports:

- **Exports from India Scheme (MEIS and SEIS)**
  - The objective of this scheme is to compensate Indian exporters for inefficient logistics infrastructure and incidental costs incurred during exports. Entrepreneurs are eligible to receive duty credit scrips on FOB value of exports to notified countries. These scrips can be used by exporters to pay customs duty on import of inputs or goods. This scheme is applicable for export of notified goods and services.
  - Government of India is considering to replace this scheme with an alternative scheme that is compliant with the norms of World Trade Organisation.

- **Advance Authorisation Scheme**
  - This scheme was introduced to reduce cost of import of raw materials for exporters. A manufacturing exporter or merchant exporter linked to a manufacturer can import inputs without paying customs duty for producing exportable goods. Advance authorisation is valid for a period of 12 months and such exporters must fulfill their export obligation within 18 months from the date of issue.

- **Interest Equalisation Scheme (IES)**
  - The objective of this scheme is to reduce the interest cost for exporters. All manufacturers from the MSME sector are eligible to avail interest equalisation scheme @ 5% per annum on pre and post-shipment rupee export credit. Although this scheme was designed to help exporters in labour intensive sectors.

- **EPCG scheme**
  - This scheme was introduced to encourage exporters to import foreign technology and upgrade their global competitiveness. Under this scheme, exporters are given authorization to import machineries and technologies without the need for paying customs duty. Such machineries and technologies are also exempt from IGST and Compensation Cess upto March 31, 2020. However, this scheme obligates exporters to export six times the value of duty saved in six years.

- **Market Access Initiative (MAI) Scheme**
  - Under this scheme, Government of India reimburses a certain proportion of the cost incurred on participating in international trade fairs, exhibitions, buyer-seller meets etc. MSMEs can approach their concerned export promotion councils or artisan and industrial clusters, as recognised in the Foreign Trade Policy, to avail benefits under this scheme.

- **Gold Card Scheme**
  - This scheme was introduced by Reserve Bank of India to increase availability of credit for creditworthy exporters. Under this scheme, commercial banks offer Gold Cards to exporters with sound track record in repaying loans. Gold Card holders are eligible for access to credit on terms better than what is applicable to other exporters. These card holders enjoy privileges such as speedy processing of loan application by banks and lower interest cost on credit.
Invite

World Trade Day Maharashtra
Nashik Invite

Cordially invite you to the 3rd Edition of

WORLD TRADE DAY MAHARASHTRA
in Nashik

Skilling MSMEs for Global Opportunities

Wednesday, 26th June 2019 | 10.00 am to 5.00 pm

Venue: Nashik Industries & Manufacturers Association (NIMA)
P-14, NIMA House, MIDC Satpur, Nashik, Maharashtra 422007

Programme

10 AM - 10.30 AM: Registration & Tea
10.30 AM - 11.15 AM: Inaugural session
Welcoming the Guests
Mr. Gaurav Dharkar, Chairman, Seminar Committee
Welcome address
H S Banerjee, President NIMA
Opening Remarks
Mr. Pravin P. Deshmukh, Jt. Director of Industries, Nasik
Introduction to the Programme
A.O Kuruvila, Advisor, WTC Mumbai
11.15 AM - 1.15 PM: Training Session on exports-1: By
Mr. Virendra Gupte, Senior Faculty, WTC Mumbai
1.15 PM - 2.15 PM: Lunch Break
2.00 PM - 2.30 PM: DIC initiatives for Ease of Doing Business by Earnest & Young
2.30 PM - 4.30 PM: Training session on exports-2: By
Mr. Virendra Gupte, Senior Faculty, WTC Mumbai
4.30 PM – 4.45 PM: Q & A Session
4.45 PM – 5.00 PM: Concluding Session
5.00 PM onwards: Hi tea

For Registration, please contact

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Follow us on:
World Trade Center Mumbai invites MSMEs in Nashik for Skill Development Session

M VIRDC World Trade Center Mumbai, in association with Government of Maharashtra, is organising a highly impactful knowledge session to train small entrepreneurs in Nashik on critical skills required for venturing into international market. The session, which is scheduled on June 26, 2019, will impart key skills such as international marketing, quality certification, export costing and pricing to existing and aspiring exporters. Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI) is the partnering agency for this session. The event gains significance at a time when Government of India and Government of Maharashtra are taking various steps to double India’s exports in the coming years.

The programme is part of the third edition of the Center’s flagship event World Trade Day Maharashtra to spearhead a state-wide awareness campaign on skill development to enhance the global competitiveness of micro, small and medium enterprises (MSMEs) in the state. The Holy town of Nashik is known for religious events such as Kumbha Mela (held once in 12 year) and the Annual Fair of Infant Jesus. The city houses several prominent government organizations such as Currency Note Press, Hindustan Aeronautical Ltd., Air Force Station, Artillery Centre, Indian Security Press and Eklahare Thermal Power Station.

Out of the seven administrative divisions in Maharashtra (including Mumbai), Nashik has the third highest number of developed industrial plots under MIDC. Pune has the highest number of developed plots totaling 25,655, followed by Mumbai (at 14,338) and Nashik (at 14,057). According to a finding by MVIRDC World Trade Center Mumbai, Nashik has untapped potential for employment creation and global value chain integration in sectors such as agro-processing, electrical and electronic goods, auto-components etc. Nashik is a major producer and exporter of onion and grape wine. Onion producers in the district can explore USD 875 million worth untapped export potential in the world market.

Emphasising the export potential in Nashik, Ms. Rupa Naik, Senior Director-MVIRDC World Trade Center Mumbai said, “Nashik is home to India’s leading companies and multinational corporations from diverse sectors such as pharmaceuticals, electrical goods, steel, automobile, FMCG, among others. Conducive agro-climatic condition and strategic location in the Delhi Mumbai Industrial Corridor are added advantages for industries in the region. MSMEs from agro-processing and engineering sectors need to be guided to tap the unexplored export opportunities in the world market.”

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

The event is also supported by the leading industry body of Nashik - Nashik Industries & Manufacturers Association (NIMA).

The programme will be addressed by officials from Government of Maharashtra, senior faculties of WTC Mumbai Institute and industry experts. Distinguished speakers will highlight emerging opportunities in international trade, importance of international marketing strategies, adoption of global quality standards, foreign trade policy, export costing and pricing, among others.

The session will benefit MSME units representing pharmaceuticals, electrical and electronic goods, agro-processing, chemicals, auto-components and other manufacturing sectors in Nashik. Similar sessions will also be organised in other parts of Maharashtra, such as Aurangabad, Amravati, Kolhapur, Solapur and Jalgaon between June 13, 2019 and July 5, 2019.
World Trade Day Nashik Receives Overwhelming Response from MSMEs

M VIRDC World Trade Center Mumbai received overwhelming response from micro, small and medium enterprises (MSMEs) for its interactive session on ‘Skilling MSMEs for Global Opportunities’ organized in Nashik on 26th June, 2019. The event was organised in partnership with MAITRI, which is the investment facilitation cell of Government of Maharashtra and Nashik Industries & Manufacturers Association (NIMA).

The interactive session is part of the series of knowledge programmes conducted by MVIRDC World Trade Center Mumbai across Maharashtra to observe World Trade Day. World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth. The objective of World Trade Day is to encourage small and medium enterprises to explore opportunities in capacity building and seek opportunities in international trade and exports.

Speaking on the interactive session in Nashik, Mr. Pravin Deshmukh, Jt. Director of Industries, Government of Maharashtra welcomed the efforts of WTC Mumbai in skilling SMEs in different part of Maharashtra through the initiative of World Trade Day. He explained the various initiatives launched by DIC Nashik to help Industries in the region. The on-line facilities offered for Industries for ease of doing business were further elaborated by Ernst & Young representatives.

Mr. Virendra S Gupte, Senior Faculty, MVIRDC World Trade Center Mumbai conducted the session by sharing a synopsis of the current developments in International Trade highlighting the geo-political challenges in world trade, tensions at the global level arising out of US and China trade ties, growing protectionism and rising role of India.

Mr. Gupte shared with the participants the strategies to be adopted for Export preparedness, including Management focus and vision, competency and skill building. He also elaborated how an entity can create an Export Plan, based on systematic Market Research and data analytics. He highlighted the key issues in International Marketing relating to identifying products and markets taking into consideration various parameters – customer preferences, competitor offerings, pricing, shipping and logistics, regulatory environment, legal requirements and international standards of compliance.

Mr. Gupte covered in detail critical aspects of Export Pricing and Costing and important aspects of managing credit and cost.
He shared the highlights of the current Foreign Trade Policy of the Government and various schemes / benefits available to exporters. He also covered critical aspects of Quality and Certification requirements as per global standards. Another important aspect in Export -Import trade was also covered by Mr. Gupte relating to the meaning, relevance and implications of International Commercial Terms (INCO Terms) while finalizing contracts with Buyers/Sellers. Mr. Gupte created awareness about India’s Agriculture Export Policy and suggested aspiring agro-exporters to avail incentives under the policy. Specifically, he advised exporters to explore cluster development opportunities in grapes and onions.

Earlier in his welcome remarks, Mr. A O Kuruvila – Advisor - Trade and Education, WTC Mumbai explained the underlining objective of organizing such sessions. He also mentioned that similar sessions are planned in other key cities such as Solapur, Amaravati, Jalgaon, Palghar and Ratnagiri. He briefed about the concept of WTC and the services & facilities offered at WTC Mumbai including the training courses in foreign trade and encouraged participants to take advantage of it.

The session involved interactive participation and Q&A on practical issues related to exports and imports.

Key Observations of Speaker

Well attended workshop. Participants keen to understand how international business is conducted, key challenges, etc. Questions were generic in nature – appropriate payment terms, market research methodology, Incoterms, appointment of selling agents, quality norms, etc. Engineering goods exporters were shared new market opportunities. We should have focused workshops on Agro exporters, Engg exporters and other products for focused discussions re Testing and quality issues specific to industry concerns, suggest separate slot for ISO/AGMARK experts to discuss global certification / quality standards for exporters’ process improvements / certification – accreditation standards.

Mr. Virendra S Gupte
Senior Faculty, MVIRDC World Trade Center Mumbai

Cluster Development Under India’s Agriculture Export Policy:

Under this policy, Government of India identified Nashik for developing export oriented clusters in products such as grapes and onion. Government of India aims to develop export oriented infrastructure in these clusters in compliance with global packaging, sanitary and phyto-sanitary standards.

In order to ensure effective implementation of this cluster programme, Government of India plans to set up a Cluster facilitation cell under Nodal Collector / Director (Agriculture) / (Horticulture) / (Fisheries). In order to handhold enterprises in the cluster, Nodal Collector/Director of Agriculture Department, Government of Maharashtra will conduct quarterly meetings with all the stakeholders in the cluster.
Factors to be considered while fixing price

**Objective of Company**

The objective of exports differ from companies to companies. Some firms engage in exports with the long term objective to establish their product in foreign markets. Such companies offer their products at a discount to capture market share.

On the other hand, some companies engage in exports only in the short run to offload their surplus goods. Such companies may not be interested to offer deep discounts.

**Production and Distribution Costs**

Exporters can adopt cost-plus pricing method if the target market is not highly competitive. Under this method, price of a product reflects its production and distribution costs, including customs duties, local taxes, freight insurance, among others, and a reasonable margin of profit.

However, in a highly competitive foreign market, the best pricing method adopted for market entry is marginal cost method.

Under this method, the price of the product reflects only the incremental cost of producing that product. The price does not include fixed cost such as plant and machinery, R&D expenses, advertising and promotional expenses.

**Economic and Market Conditions**

Market and economic conditions such as demand for the product, intensity of competition, consumer preference, per capita income of target consumers are some of the major determining factors of pricing.

While deciding the price of the product, exporters must consider the affordability or per capita income level in the target market and price sensitiveness of consumers.

Exporters can know the price of their competitors through distributors or channel partners in the target market. It will benefit first time exporters if they visit the target country and study local market condition by connecting with agents and consultants.

Movement in exchange rate is another relevant factor for pricing. If the exchange rate of Indian rupee appreciates against dollar, domestic goods will be costlier in terms of dollar. Thus, Indian exporters may have to reduce the price of their product to be competitive in the foreign market.

**Key points discussed on pricing of products:**

1. Computing fixed cost and variable cost
2. Entering into agreement on who will bear freight, insurance and custom duties
3. In case these expenses are borne by buyers, how to embed them in final price
4. Knowing the prices charged by competitors
5. Offering discounts on bulk orders
Press Clippings - WTD Nashik

Divya Marathi
Date:27.06.2019

Punyanagari
Date:24.06.2019

Punyanagar
Date:24.06.2019

Hind Maratha Times
Date:23.06.2019

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Press Clippings

Punyanagari
Date: 27.06.2019

Nashik Vichar
Date: 26.06.2019

Lokmat - Hello Nashik
Date: 28.06.2019

Dainik Hind Maratha
Date: 23.06.2019

Panhavati Express
Date: 23.06.2019

Dainik Hind Maratha
Date: 23.06.2019

Press Clippings
Cordially invite you to the 3rd Edition of

WORLD TRADE DAY MAHARASHTRA
in Solapur

Skilling MSMEs for Global Opportunities

Monday, 1st July 2019 | 3.00 pm to 8.00 pm

Venue: Conference Room, Textile Development Foundation,
Akkalkot Rd, MIDC, Solapur, Maharashtra 413006

--- Programme ---

3.00 PM - 3.30 PM : Registration & Tea

3.30 PM - 4.00 PM : Inaugural Session
- Welcome by DIC, Solapur
- Introduction to the Programme
  Mr. A.O.Kuruvila, Advisor, WTC Mumbai

4.00 PM - 5.30 PM : Training session on exports
  - Prof. A.N.Khedkar, Senior Faculty, World Trade Centre Mumbai Institute

5.30 PM - 5.45 PM : Technical Break

5.45 PM - 6.15 PM : DIC Initiatives for Ease of Doing Business

6.15 PM - 8.00 PM : Training session on exports
  - Prof. A.N.Khedkar, Senior Faculty, World Trade Centre Mumbai Institute

8.00 PM - 8.15 PM : Q & A and Concluding Session

8.15 PM onwards : Hi-tea

--- For Registration, please contact ---

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World Trade Center Mumbai invites MSMEs in Solapur for Skill Development Session

MVIRDC World Trade Center Mumbai, in association with Government of Maharashtra, is organising a highly impactful knowledge session titled 'Skill MSMEs for Global Opportunities' to train small entrepreneurs in Solapur on critical skills required for venturing into international market. The session, which is scheduled on July 1, 2019, will focus on key skills such as international marketing, quality certification, export costing and pricing.

Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI) is the partnering agency for this session. The event gains significance at a time when Government of India and Government of Maharashtra are taking various steps to double India's exports in the coming years.

The programme is part of the third edition of the MVIRDC World Trade Center Mumbai's flagship event World Trade Day Maharashtra to spearhead a state-wide awareness campaign on skill development to enhance the global competitiveness of micro, small and medium enterprises (MSMEs) in the state.

According to a finding by MVIRDC World Trade Center Mumbai, Solapur has untapped export potential in sectors such as textile, especially cotton terry towel and food & beverages industry. Food and beverages is the second largest industry after textile in terms of number of registered MSME units in Solapur.

Emphasising on the export potential in Solapur, Ms. Rupa Naik, Senior Director-MVIRDC World Trade Center Mumbai said, “Around one third of the registered MSMEs in Solapur are engaged in food and beverage processing sector. Specifically, there is scope for fruit processing, sugar cane based products, dairy processing, mushroom cultivation etc. We can train these units to become export ready. Also, the government and private sector must come together to set up food processing infrastructure such as cold storage facility, sorting and grading facilities etc.”

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

The programme will be addressed by officials from Government of Maharashtra, senior faculties of WTC Mumbai Institute and industry experts. Distinguished speakers will highlight emerging opportunities in international trade, importance of international marketing strategies, adoption of global quality standards, foreign trade policy, export costing and pricing, among others.

The session will benefit MSME units representing auto-components, food processing, textile, pharmaceuticals and other manufacturing sectors in Solapur.

Similar sessions are also being organised in other parts of Maharashtra, such as Kolhapur, Nashik, Amravati, Palghar, Ratnagiri, Aurangabad and Jalgaon between June 13, 2019 and July 18, 2019.

**District Snapshot: Solapur**

- **Major Existing Micro & Small Enterprises and Artisan units in the district:**
  - Manufacturing of Textile
  - Manufacturing of food Products & Beverages
  - Manufacturing of Chemical & Chemical Products
  - Manufacturing of other Non-Metallic Mineral Products
  - Manufacturing of fabricated Metal Products except Machinery & Equipment

- **Major Exportable Items:** Textiles

- **Existing Clusters of Micro & Small Enterprises:** Terry Towel
Mr. Arvind N. Khedkar, who is the senior faculty of World Trade Institute Mumbai, was the main speaker for the program. He explained that balance of trade (BOT), which is an indication of Forex inflow and outflow, is a major issue of our economy. "Our Balance of Payment (BOP) may be overtly comfortable (because of strong inflow of foreign capital), but BOT is an issue as our imports far exceeds exports. India's foreign trade policy aims at improving BOT at micro level of a firm so that aggregated it may help towards achieving positive BOT."

Mr. Khedkar explained key steps to be followed by an enterprise while preparing for exports. He suggested small exporters to participate in international trade fairs or post their products in e-commerce websites such as Amazon to generate export orders from abroad. The first step involved in exports is receiving export enquiry from interested customers. A typical export enquiry specifies key details about the product, such as size of the quantity, price, delivery timeline, mode of delivery, packaging terms etc.

With regard to the terms of payment, Mr. Khedkhar explained the difference between DP and DA. He said both these modes of payment fall under 'documentary collection' method of settling payments. Under this method, the seller uses an authorized bank as an intermediary for sending documents and receiving payments from the buyer. The seller writes a draft upon the buyer and sends it to her bank along with all the shipping documents. A draft is also known as bill of exchange, which means demand for payment. The bank, in turn, will present the shipping documents and draft to the buyer and collect payment from her according to the agreed mode of payment (DP or DA). After receiving payment from the buyer, the bank will remit the same to the seller.

Here, the role of the bank is only to serve as an intermediary and it does not guarantee payment to the seller in case the buyer fails to do so. Therefore,
The industry suffers from uninterrupted Energy, Water and Old technology and there is an urgent need to improve Technology using EPCG scheme for which Banks must proactively help the exporters.

Mr. Arvind N. Khedkar
Senior Faculty, MVIRDC World Trade Center Mumbai

Mr. Khedkar highlighted some of free trade agreements (FTAs) signed by India with other countries and suggested aspiring exporters to utilize duty benefits under these agreements. Exporters claiming duty benefits under FTAs must obtain certificate of origin (preferential) from competent agencies validating the origin of their product from India.

Key Free Trade Agreements signed by India:
- India-Japan CEPA (signed in February 2011)
- India-South Korea CEPA (signed in August 2009)
- India-Malaysia CECA (signed in February 2011)
- India-Thailand Framework Agreement on FTA (signed in October 2003)
- India-ASEAN FTA in Goods (signed in 2009)
- India-South Asia FTA (signed in April 2004)
- India-Chile PTA (signed in March 2006)

Mr. Khedkar concluded his presentation by suggesting aspiring exporters to participate in the training programmes organised by MVIRDC World Trade Center Mumbai to learn more about the procedures for export and developing international marketing strategies. “The training we impart is to encourage industries to export good quality products at competitive prices by enhancing their competence with thorough knowledge of all aspects of international trade,” he said.

Earlier in his welcome remarks, Mr. A O Kuruvila – Advisor – Trade and Education, WTC Mumbai explained the underlining objective of organizing such sessions. He also mentioned that similar sessions are planned in other key cities such as Amaravati, Jalgaon, Palghar and Ratnagiri.

He explained the role played by MVIRDC World Trade Center Mumbai in promoting international trade with various activities including training courses in foreign trade. He spoke about the objective of WTD and how it helped MSMEs in building knowledge and confidence in entrepreneurship. He also elaborated on the services offered by WTD and encouraged MSMEs to get benefit by associating with WTC. He also informed about various courses offered by WTC to skill entrepreneurs to be global.

The session involved interactive participation and Q&A on practical issues related to exports and imports.
An interested foreign buyer posts an enquiry with exporter with the following specifications:

1. Size and shape of product (if applicable)
2. Quantity Required
3. Delivery timeline
4. Sample of product (if possible)
5. Computation of Selling Price – based on CIF/C&F/C&I
   - CIF means the selling price includes cost, insurance and freight incurred in delivering the product
   - C&F means the final selling price includes cost and freight expenses
   - C&I means the final selling price includes cost and insurance expenses for delivering the product
6. Packaging requirement
7. Mode of delivery (whether through sea or air)
8. Requirement of Quality certification/Inspection certificates
9. Terms of Payment – whether through Letter of Credit/Documents against Payment (DP)/ Documents against Acceptance (DA)

The major difference between the two modes of payment was explained as follows:

**Difference between DA and DP modes of payments**

**Documents against Payment (DP)**
- Under DP, the seller raises a sight draft.
- A sight draft is raised when the buyer agrees to make payment immediately upon receiving the shipping documents from the seller’s bank.

**Documents against Acceptance (DA)**
- Under DA, the seller raises a time draft.
- A time draft is raised when the buyer seeks time to make payment for the consignment.
- In this mode, the seller’s bank submits the documents to the buyer against the latter's acceptance of the draft.
- Upon accepting the time draft, the buyer promises to make payment to the seller's bank at the end of 30 days, 60 days or any other period as mutually agreed with the seller.
Press Clippings - WTD Solapur

Dainik Tarun Bharat
Date: 29.06.2019

Dainik Swarajya
Date: 28.06.2019

Sanchar
Date: 28.06.2019

Tarun Bharat
Date: 02.07.2019

Punynagari
Date: 28.06.2019

Dainik Sanchar
Date: 28.06.2019

World Trade Day Maharashtra - 13 June - 18 July, 2019
WORLD TRADE DAY MAHARASHTRA
in Amravati

Skilling MSMEs for Global Opportunities

Monday, 8th July 2019 | 10.00 am to 5.00 pm
Venue: Hotel Grace In, Beside Police Station, Rajapeth, Amravati

Programme

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>10.30 AM - 11.00 AM</td>
<td>Registration</td>
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<tr>
<td>11.00 AM - 11.10 AM</td>
<td>Welcome by MIDC Industrial Association</td>
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<td>11.10 AM - 11.20 AM</td>
<td>Introduction by WTC Mumbai</td>
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<td>11.20 AM - 11.30 AM</td>
<td>Session by DIC, Amravati</td>
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<tr>
<td>11.30 AM - 01.30 PM</td>
<td>Training Session on Exports                                        Prof. A.N. Khedkar, Sr. Faculty WTC Mumbai</td>
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<td>01.30 PM - 02.15 PM</td>
<td>Lunch Break</td>
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<tr>
<td>02.15 PM - 02.45 PM</td>
<td>Presentation by E&amp;Y on &quot;Ease of doing Business&quot;</td>
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<tr>
<td>02.45 PM - 04.45 PM</td>
<td>Training Session on Exports                                        Prof. A.N. Khedkar, Sr. Faculty WTC Mumbai</td>
</tr>
<tr>
<td>04.45 PM - 05.00 PM</td>
<td>Q &amp; A and Concluding Session</td>
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For Registration, please contact

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MIDC Industrial Association, Amravati
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World Trade Center Mumbai invites MSMEs in Amravati for Skill Development Session

M VIRDC World Trade Center Mumbai, in association with Government of Maharashtra, is organising a highly impactful knowledge session titled 'Skilling MSMEs for Global Opportunities' to train small entrepreneurs in Amravati on critical skills required for venturing into international market. The session, which is scheduled on July 8, 2019, will focus on key skills such as international marketing, quality certification, export costing and pricing.

Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI) is the partnering agency for this session. The event gains significance at a time when Government of India and Government of Maharashtra are taking various steps to double India’s exports in the coming years.

The programme is part of the third edition of the MVIRDC World Trade Center Mumbai’s flagship event World Trade Day Maharashtra to spearhead a state-wide awareness campaign on skill development to enhance the global competitiveness of micro, small and medium enterprises (MSMEs) in the state.

Amravati is located in the north eastern part of Maharashtra and it is gifted with scenic landscape and dense forest amidst the Satpura mountain range. The district is rich in sandstone and minor minerals such as sand, clay, gitti and murum. The district is also rich in plantation crops such as bamboo, teak and coffee. In fact, Chikhaldara taluka in Amravati is the only place in Maharashtra where coffee is grown.

According to a finding by MVIRDC World Trade Center Mumbai, Amravati has untapped export potential in food processing, textile and apparel, engineering goods etc. Some of the exportable goods from the district are cotton yarn, engineering items, de-oiled cake orange, food grains, etc. The district is home to several power looms, hand looms, yarn mills and ginning-pressing mills because of abundant availability of cotton. Many local entrepreneurs are also involved in weaving of mats and rugs.

Emphasising on the export potential in Amravati, Ms. Rupa Naik, Senior Director-MVIRDC World Trade Center Mumbai said, “We need to develop the untapped export potential in agro-processing and engineering sector in Amravati. It is one of the leading districts in the production of cotton and oranges in Maharashtra. Amravati is home to many powerloom, handloom and yarn mills, which can be trained to cater to export orders.”

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

The programme will be addressed by officials from Government of Maharashtra, senior faculties of WTC Mumbai Institute and industry experts. Distinguished speakers will highlight emerging opportunities in international trade, importance of international marketing strategies, adoption of global quality standards, foreign trade policy, export costing and pricing, among others.

The session will benefit MSME units representing food processing, textile, auto-components, rubber, chemicals and other manufacturing sectors in Amravati.

Similar sessions are also being organised in other parts of Maharashtra, such as Kolhapur, Solapur, Nashik, Palghar, Ratnagiri, Aurangabad and Jalgaon between June 13, 2019 and July 18, 2019.
VIRDC World Trade Center Mumbai received overwhelming response from micro, small and medium enterprises (MSMEs) for its interactive session on ‘Skilling MSMEs for Global Opportunities’ organized in Amravati on July 8, 2019. The event was organised in partnership with Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI), which is an arm of Department of Industries, Government of Maharashtra.

Mr. Arvind N. Khedkar, Senior Faculty at World Trade Institute Mumbai, conducted the session by explaining the strategy for entering into the global market, understanding the quality standards in foreign countries, procedures involved in export documentation and so on. Mr. Khedkar also explained the importance of Incoterms, which is a globally recognized set of rules for businesses engaged in international trade.

Mr. Khedkar suggested MSMEs in Amravati to take advantage of the ongoing trade tension between USA and China by exploring market opportunities in these countries. He said, “MSMEs in Amravati can explore market opportunities in textile, agriculture and processed food in China and USA. MSMEs can avail benefits of government schemes and export credit facilities offered by several financial institutions for exporting their goods to foreign markets.”

The speaker also explained the various methods of payment adopted in international trade. Generally, buyers and sellers involved in international trade are strangers to each other and hence it is difficult for sellers to verify the trustworthiness of buyers. Depending on the creditworthiness of the foreign buyer, the seller may opt for any of the following methods of payments:

- 1. Cash in Advance
- 2. Letters of Credit
- 3. Documentary Collections
- 4. Open Account
- 5. Consignment

From the point of view of exporters, the least risky methods of payment are cash in advance and letters of credit. Other methods such as documentary collections, open account and consignment involve payment risk from importers.

Mr. Anil Velde, Joint Director, MVIRDC World Trade Center Mumbai delivered welcome address for the event. He explained the role of World Trade Center Mumbai in promoting international trade through trade research, trade education, trade promotion and trade facility.

At the end of the session, distinguished audience interacted with Mr. Khedkar by seeking clarification on various procedures involved in foreign trade for goods and services.

The interactive session is part of the series of knowledge programmes conducted by MVIRDC World Trade Center Mumbai across Maharashtra to observe World Trade Day. World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth. The objective of World Trade Day is to encourage small and medium enterprises to explore opportunities in capacity building and seek opportunities in international trade and exports.
Modes of Payment in International Trade - Explained

Cash in Advance
- This is the easiest way of settling payment in international trade as it involves least documentation procedures. Here, the buyer makes payment to sellers through any of the following modes in advance of the shipment of goods:
  - 1. Payment through wire transfer
  - 2. Payment through cheque
  - 3. Payment through credit cards
  - 4. Payment through escrow account: Under this mode, importers deposit the sale proceeds in an escrow account opened with a third party. This amount will be released to exporters once the importer receives the consignment and she is satisfied with the quality and other aspects of the product.

Letters of Credit
- Under this method, the importer's bank opens a Letter of Credit (payment guarantee) in favour of the exporter. The Letter of Credit includes the terms and conditions under which the buyer's banks will make payment to the exporter's bank account. The Letter of Credit specifies the list of shipping documents to be submitted by the exporter for releasing the sale proceeds. The importer and exporter must agree on who will bear the bank charges for Letter of Credit.

Documentary Collections
- Under this method, the exporter's bank sends relevant documents to the buyer's bank. The buyer makes payment through her bank upon receiving these documents. This method of payment is less costly compared to Letters of Credit. However, it is less secure than Letter of Credit as banks are mere facilitators of the transaction and not guarantors of payment.

Open Account
- Under this method, the exporter ships the consignment along with the bill to the importer. The importer makes payment upon receipt of the bill and consignment at a future date as agreed with the exporter. Open Account transaction is beneficial for importers as they can source goods from exporters on credit. This method of payment does not involve banks and lengthy documentation procedures. This method is used by exporters if the importers have sound payment records or if the exporter is satisfied with the trustworthiness of the buyers. Exporters can face stress on working capital in case the importer delays payment. Therefore, exporters can raise trade finance against their shipment to meet working capital requirement.

Consignment
- Under this method, the exporter enters into a contractual agreement with a foreign distributor to store and sell her goods. The foreign distributor procures the goods from the exporter in bulk, stores them and sells in the local market whenever she receives order. The exporter receives payment only for those goods that are sold by the foreign distributor. The title of the good remains with the exporter until it is sold by the foreign distributor. The exporter must tie up with a trusted distributor or logistics service provider in the target market. The exporter can also buy insurance for the goods stored with the foreign distributor.
WORLD TRADE DAY MAHARASHTRA
in Jalgaon

Skilling MSMEs for Global Opportunities

Wednesday, 10th July 2019 | 2.30 pm to 8.00 pm

Venue:
Hotel president, Jalgaon MIDC

--- Programme ---

2.30 pm - 3.00 pm  : Registration
3.00 pm - 3.05 pm  : Welcome by Laghu Udyog Bharti
3.05 pm - 3.10 pm  : Session by Department of Industries
3.10 pm - 3.15 pm  : Introduction by World Trade Center
3.15 pm - 5.45 pm  : Training session on exports- Prof. A.N.Khedkar, Senior Faculty, World Trade Center Mumbai Institute
5.45 pm - 6.15 pm  : Presentation on Ease of Doing Business
6.15 pm - 7.45 pm  : Training session on exports- Prof. A.N.Khedkar, Senior Faculty, World Trade Center Mumbai Institute
7.45 pm - 8.00 pm  : Q & A and Concluding Session
8.00 pm onwards   : Tea & Networking

For Registration, please contact

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Mr. Samir Sane, Secretary
Laghu Udyog Bharti
t: 94 222 79258
e: lubjalgaon@gmail.com
World Trade Center Mumbai invites MSMEs in Jalgaon for Skill Development Session

Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI) is the partnering agency for this session. The event gains significance at a time when Government of India and Government of Maharashtra are taking various steps to double India’s exports in the coming years.

The programme is part of the third edition of the MVIRDC World Trade Center Mumbai’s flagship event World Trade Day Maharashtra to spearhead a state-wide awareness campaign on skill development to enhance the global competitiveness of micro, small and medium enterprises (MSMEs) in the state.

Located in the north western part of Maharashtra, Jalgaon is surrounded by Satpuda mountain ranges in the north and Ajanta mountain ranges in the south. The district has industries related to agriculture inputs, cotton textile and agro-processing. Some of the agro-based industries in Jalgaon are manufacturing of irrigation pipes, bio-fertilizer, pulse milling, vegetable oil milling, among others. The district also has a large onion dehydration plant. Some of the crops grown in the district are jowar, raw cotton, banana and sugarcane. The district is not rich in natural resources and availability of minerals is limited to maron, stone, mica and clay, which are used in the construction sector.

According to a finding by MVIRDC World Trade Center Mumbai, there is scope for development export-oriented units in food processing sector, especially banana processing, guava and mango processing. The district also holds tremendous potential in value addition of cotton and manufacturing of bio-coal briquettes from agro-waste, oil mills, PVC mats and PVC pipes, among others.

Emphasising on the export potential in Jalgaon, Ms. Rupa Naik, Senior Director-MVIRDC World Trade Center Mumbai said, “We need to develop capacity of the existing food processing companies to make them export ready. We must also hold sessions on development of ancillary industries, that supply equipments and offer services to export-oriented units.”

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

The programme will be addressed by officials from Government of Maharashtra, senior faculties of WTC Mumbai Institute and industry experts. Distinguished speakers will highlight emerging opportunities in international trade, importance of international marketing strategies, adoption of global quality standards, foreign trade policy, export costing and pricing, among others.

The session will benefit MSME units representing food processing, textile, auto-components, rubber, chemicals and other manufacturing sectors in Jalgaon. Similar sessions are also being organised in other parts of Maharashtra, such as Kolhapur, Solapur, Nashik, Palghar, Ratnagiri, Aurangabad and Amravati between June 13, 2019 and July 18, 2019.
World Trade Day Jalgaon
Raises Awareness on Essential Skills for Exporters

M VIRDC World Trade Center Mumbai received overwhelming response from micro, small and medium enterprises (MSMEs) for its interactive session on ‘Skilling MSMEs for Global Opportunities’ organized in Jalgaon on July 10, 2019. The event was organised in partnership with Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI), which is an arm of Department of Industries, Government of Maharashtra.

During the session, Mr. Arvind N. Khedkar, senior faculty of World Trade Institute Mumbai, shared useful information on procedures involved in foreign trade, potential foreign markets for Indian goods, international quality standards and other regulatory issues involved in foreign trade.

Aspiring exporters must study the prospective foreign markets for trends in demand and competitive condition. Entrepreneurs can study their target markets in the following ways:

Mr. Khedkar emphasized on the importance of compliance with international quality standards to be a successful exporter. Jalgaon has scope for developing export-oriented units in banana processing, guava and mango processing. Aspiring exporters of processed food from the district must ensure compliance with Hazard Analysis Critical Control Point (HACCP) system.

Key Observations of Speaker

Jalgaon has many Small and Medium [MSME] industries in Engineering Products. Some manufacture industrial Boilers, Heating Systems and are in competition with Thermax. But again, the problem is of professionalism, Profit Centric Approach, risk aversion and Inertia to Change. If supported on logistics front and Banking Finance, Jalgaon can go miles in Export arena.

We need to conduct regular programs at these Centers highlighting Export Marketing, Financing of International Trade, In-Depth Treatise on Foreign Trade Policy and sessions on International Shipping and Logistics.

Mr. Arvind N. Khedkar
Senior Faculty, MVIRDC World Trade Center Mumbai
European Union (EU) is a potential market for processed food from India. Aspiring exporters must secure HACCP certification from India’s Export Inspection Council (EIC) for shipping processed food to the EU. The food safety authority of the EU nominated EIC to certify Indian exporters’ compliance with the HACCP. For exporting to USA, aspiring entrepreneurs must submit their HACCP plan to importers, who will in turn, submit the plan to the US Food and Drug Administration for verification.

**Understanding Target Markets**

| Primary Market Research (by hiring consultants) | 1. Assess consumer behaviour in target market  
2. Identify potential competitors  
3. Study the pricing policies of competitors |
|---|---|
| Secondary Market Research (using publicly available information) | 1. Check the demographic profile in target market  
2. Understand the income level of consumers in target market  
3. Understand the economic and political stability in the target market  
4. Study major imports and exports of the target country |
| Tap other sources of assistance | 1. Approach the consulate office of target market to understand local quality standards, tariff and non tariff barriers in the target market  
2. Approach the relevant export promotion council for information on target market  
3. Seek assistance from bilateral chambers of commerce, local World Trade Centers and other trade support institutions to understand demand potential in the target country |
Mr. Khedkar suggested aspiring exporters in Jalgaon to study the quality standards of the importing countries and take steps to adhere to such standards. He also advised them to hire a reliable logistics company and avail export credit offered by banks and other financial institutions.

He also explained certain concepts relating to foreign trade, such as balance of trade (BOT), which is the difference between exports and imports of an economy.

Earlier in his welcome remarks, Mr. Anil Velde, Joint Director, MVIRDC World Trade Center Mumbai shared information about the activities of the Center and how it promotes trade through trade education, trade promotion, trade facility and trade research.

At the end of the session, distinguished audience interacted with Mr. Khedkar by raising queries and clarifications on procedures involved in foreign trade.

Mr. Khedkar explained the salient features of HACCP as follows:

Traditionally, small enterprises do not maintain written records of their quality or safety procedures. Under HACCP system, exporters must maintain written manual on quality procedures. This requires change in attitude among local enterprises towards systematic record keeping and documentation.

There are seven principles of HACCP system. These principles cover identification of potential safety hazards at all stages of production, determining steps that can be controlled to eliminate or minimize hazards, establishing target or tolerance levels, scheduled testing and observation, taking corrective actions, establishing verification procedures and documenting the entire process.

Companies must train their employees on the various processes involved in the HACCP system. Companies can also hire consultants in case they do not have sufficient trained staffs.

Companies already implementing other quality management standards such as ISO 9001 may integrate HACCP with such existing standards. This will help them minimize cost by reducing internal audit and third party certification.

Compliance with HACCP system helps food processors export to countries that have adopted this standard. Apart from USA and EU, countries such as Canada, Australia, UK have adopted this standard.
Cordially invite you to the 3rd Edition of

WORLD TRADE DAY MAHARASHTRA
in Tarapur

Skilling MSMEs for Global Opportunities

Thursday, 18th July 2019 | 11.00 am to 5.00 pm
Venue: TIMA Conference Hall, P-14, Recreation Centre, MIDC
Tarapur Industrial Area, Dist. Palghar - 401506

Programme

11.00 AM - 11.30 AM : Registration & Tea
11.30 AM - 12.00 PM : Inaugural Session
Welcome & felicitation by TIMA
Welcome Address
Mr. D. K. Raut, President TIM
Opening Remarks
Mr. Satish Bhambre, GM, DIC
Introduction to the programme
Mr. A.O.Kuruvila, Advisor, WTC Mumbai
12 PM - 1.30 PM : Training Session on Exports - 1:
Mr. Virendra Gupte, Senior Faculty, World Trade Centre Mumbai Institute
1.30 PM - 2.15 PM : Lunch Break
2.15 PM - 2.45 PM : DI initiatives on Ease of Doing Business
2.45 PM - 3.15 PM : Financing Options for Exports - AXIS Bank
3.15 PM - 4.45 PM : Training Session on Exports - 2:
Mr. Virendra Gupte, Senior Faculty, WTC Mumbai
4.45 PM - 5.00 PM : Concluding Session
5.00 pm : Hi tea

For Registration, please contact

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World Trade Center Mumbai invites MSMEs in Tarapur for Skill Development Session

M VIRDC World Trade Center Mumbai, in association with Government of Maharashtra, is organising a highly impactful knowledge session titled ‘Skilling MSMEs for Global Opportunities’ to train small entrepreneurs in Palghar on critical skills required for venturing into international market.

The session, which is scheduled on July 17, 2019, will focus on key skills such as international marketing, quality certification, export costing and pricing.

Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI) is the partnering agency for this session. The event gains significance at a time when Government of India and Government of Maharashtra are taking various steps to double India's exports in the coming years.

The programme is part of the third edition of the MVIRDC World Trade Center Mumbai’s flagship event World Trade Day Maharashtra to spearhead a state-wide awareness campaign on skill development to enhance the global competitiveness of micro, small and medium enterprises (MSMEs) in the state.

Palghar, which is an adjacent district of Mumbai, is home to India's first atomic power plant at Tarapur. Tarapur MIDC is one of the state's largest industrial areas. Being a coastal district, Palghar has many fishing harbor, including the state's largest fishing port Satpati.

The district has high potential for industries such as fabrication, textile auxiliaries, rubber products, machineries and food processing. However, MSMEs in the district face several challenges such as lack of access to credit at affordable interest cost, insufficient infrastructure, delayed payment from buyers, ignorance of government incentives and subsidies.

According to a finding by MVIRDC World Trade Center Mumbai, Palghar has potential to develop export-oriented units in food processing sector, especially processing of Chickoo. Chickoo is widely grown in the Talukas of Dahanu and Palghar, where Chickoo festival is celebrated every year.

Emphasising on the export potential in Palghar, Ms. Rupa Naik, Senior Director-MVIRDC World Trade Center Mumbai said, “Palghar can develop export oriented units in fishery and select horticultural crops such as Chickoo.

Also, because of its proximity to the textile town of Bhiwandi, there is scope for setting up auxiliary units that supply equipments and services to textile units.”

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

The programme will be addressed by officials from Government of Maharashtra, senior faculties of WTC Mumbai Institute and industry experts.

Distinguished speakers will highlight emerging opportunities in international trade, importance of international marketing strategies, adoption of global quality standards, foreign trade policy, export costing and pricing, among others.

The session will benefit MSME units representing food processing, textile, auto-components, rubber, chemicals and other manufacturing sectors in Palghar.

Similar sessions are also being organised in other parts of Maharashtra, such as Kolhapur, Solapur, Nashik, Ratnagiri, Jalgaon, Aurangabad and Amravati between June 13, 2019 and July 18, 2019.
MSMEs in Tarapur Benefit from Training Session on Foreign Trade

Micro, small and medium enterprises (MSMEs) turned in large number for an interactive training session on ‘Skilling MSMEs for Global Opportunities’, which was held at Tarapur on July 18, 2019.

The session was organised by MVIRDC World Trade Center Mumbai in partnership with Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI), which is an arm of Department of Industries, Government of Maharashtra. The event was also supported by Tarapur Industrial Manufacturer Association (TIMA).

Speaking on this occasion, Mr. Satish Bhamre, General Manager, District Industries Center Palghar gave an overview of the initiatives taken by Government of Maharashtra to support MSMEs in the state.

He suggested the industry in the district to take advantage of various schemes of the government under Industrial Policy 2019 and also under the cluster development programme of the state government.

Conducting the training session at the event, Mr. Virendra S Gupte, Senior Faculty, MVIRDC World Trade Center Mumbai shared details about the key factors to be considered while engaging in international trade.

He said, “Exporters must study the potential markets for their goods and services, understand the local quality standards in the importing countries and adhere to the packaging and labeling requirements of those countries.”

He highlighted the initial steps to be taken by an aspiring exporter, whether it is a sole proprietor/partnership firm/public limited company, for engaging in international trade.

He mentioned that an aspiring exporter must open an account with a bank authorized to deal in foreign exchange, apply for Importer-Exporter Code (IEC) and obtain Registration Cum Membership Certificate (RCMC), among others.

Mr. Gupte suggested exporters to participate in international trade fairs and buyer seller meets
Mr. Virendra S Gupte  
Senior Faculty, MVIRDC World Trade Center Mumbai

organised by export promotion councils or chambers of commerce to identify their potential foreign customers. Entrepreneurs are allowed to carry their products or goods (which do not fall under the restricted items) for display or exhibits in international trade shows or fairs for a period of six months without authorization on submission of a bond or security to customs or ATA Carnet.

E-commerce

Mr. Gupte suggested small exporters to explore sale of goods through e-commerce. Government of India allows export of goods through courier or notified foreign post offices using e-commerce.

However, exporters can avail benefits of Merchandise Export from India Scheme (MEIS) in respect of e-commerce exports upto an FOB (free on board) value of Rs 5 lakh per consignment.

List of Documents to be Submitted for Export by Post:

1. Bank Certificate of Export and Realisation
2. Relevant postal receipt
3. Invoice duly attested by Customs Authorities

Export Finance and Insurance

Mr. Gupte also explained the concepts of tariff and non tariff barriers in international trade and explained how exporters must consider these factors while choosing the potential markets for their products.

Mr. Gupte elaborated the schemes available for exporters under India’s foreign trade policy (FTP) and suggested aspiring and existing exporters to avail the benefits of these schemes.

He concluded the session by highlighting the current developments in international trade, especially the ongoing trade tension between USA and China, the ongoing negotiation of mega trade deals such as the RCEP and how these events will shape the future trading patterns.

Earlier in his welcome remarks, Mr. A O Kuruvila – Advisor – Trade and Education, WTC Mumbai introduced MVIRDC World Trade Center Mumbai and its mission of promoting prosperity through trade.

He also explained the concept World Trade Day and said, “This is the third edition of World Trade Day being organised by MVIRDC World Trade Center across various districts of Maharashtra. World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.”
Mr. Kuruvila also informed about the various courses conducted by World Trade Institute, which is a unit of MVIRDC World Trade Center Mumbai, and invited MSMEs and aspiring exporters to enroll for such courses.

The interactive session ended with a highly engaging question and answer session between the audience and distinguished speakers.

**Export Finance:** He suggested exporters to avail of pre-shipment and post-shipment finance offered by commercial banks at concessional interest rates for a period of 180 days. Entrepreneurs who received export order can raise pre-shipment finance up to 90% of the order value to meet production and shipping expenses. Exporters can also raise post-shipment credit up to 90% of the invoice value.

**Export Insurance:** International sales involve risk of default by buyers, loss of goods during transit and country risks. It is advisable that exporters cover these risks by taking insurance from ECGC. Under CIF contract, the exporter bears the cost of insurance, while under FOB and C&F contracts, the buyer assumes the cost of insurance.

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**Essential Steps to Become an Exporter**

**Open Bank Account**
An aspiring exporter must open an account with a bank authorized by RBI to deal in foreign exchange.

**Importer-Exporter Code (IEC)**
An aspiring exporter must apply for an Importer-Exporter Code (IEC) with DGFT. Online application can be filed with the DGFT by paying applicable fee.

**RCMC**
An aspiring exporter must apply for Registration cum Membership Certificate (RCMC) with the relevant Export Promotion Council (EPC) or Commodity Boards. RCMC can also be obtained from Federation of Indian Export Organisations (FIEO). Exporters without RCMC are not eligible to government benefits or incentives under Foreign Trade Policy (2015-20).
World Trade Day Maharashtra

Ratnagiri Invite

WORLD TRADE DAY MAHARASHTRA
in Ratnagiri

Skilling MSMEs for Global Opportunities

Thursday, 18th July 2019 | 11.00 am to 5.30 pm

Venue:
Conference Room, Lions Club Ratnagiri, C/o Lions Eye Hospital, Mirzole MIDC Area, Ratnagiri

Programme

10.30 am – 11.00 am : Registration
11.00 am – 11.05 am : Welcome by Lions Club Ratnagiri
11.05 am – 11.10 am : Introduction by World Trade Center
11.10 am – 11.25 am : Session by Department of Industries
11.25 am – 11.45 am : Session by Sakal on Skill building and Group farming
11.45 am – 12.05 pm : Dr. T. R. Gibinkumar, Deputy Director, MPEDA
12.05 pm – 1.30 pm : Training session on exports- Mr. Eknath Birari, Senior Faculty, World Trade Center Mumbai Institute
1.30 pm – 2.15 pm : Lunch Break
2.15 pm – 2.35 pm : Infrastructure facilities for export of Mango
Dr Bhaskar Patil/ Milind Joshi MSAMB
2.35 pm – 5.05 pm : Training session on exports- Mr. Eknath Birari, Senior Faculty, World Trade Center Mumbai Institute
5.05 pm – 5.25 pm : Q & A and Concluding Session

For Registration, please contact

MVIRDC World Trade Center Mumbai

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World Trade Center Mumbai invites MSMEs in Ratnagiri for Skill Development Session

Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI) is the partnering agency for this session. The event gains significance at a time when Government of India and Government of Maharashtra are taking various steps to double India’s exports in the coming years.

The programme is part of the third edition of the MVIRDC World Trade Center Mumbai’s flagship event World Trade Day Maharashtra to spearhead a state-wide awareness campaign on skill development to enhance the global competitiveness of micro, small and medium enterprises (MSMEs) in the state.

According to a finding by MVIRDC World Trade Center Mumbai, there is scope for development export-oriented units in horticulture sector considering its topography. There is also untapped potential in sectors such as fishery and fish paste, considering its proximity to sea.

Emphasising on the export potential in Ratnagiri, Ms. Rupa Naik, Senior Director-MVIRDC World Trade Center Mumbai said, “Ratnagiri is rightly called ‘Horticulture District’ of Maharashtra given its abundant cultivation of mangoes, arecanut, cashew nut and coconut. The state government aims to develop it into an agri export zone. We need to train the food processing industry on identifying potential foreign markets, international marketing standards and guide them on availing institutional credit.”

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth.

The programme will be addressed by officials from Government of Maharashtra, senior faculties of WTC Mumbai Institute and MPEDA, MSAMB and Other. Distinguished speakers will highlight emerging opportunities in international trade, importance of international marketing strategies, adoption of global quality standards, foreign trade policy, export costing and pricing, among others.

The session will benefit MSME units representing food processing, Marine Products, Chemicals and other allied Industries in Ratnagiri district.

Similar sessions are also being organised in other parts of Maharashtra, such as Kolhapur, Solapur, Nashik, Palghar, Jalgaon, Aurangabad and Amravati between June 13, 2019 and July 18, 2019.

**District Snapshot: Ratnagiri:**

**Major Exportable Items:** Mangoes & its processed products, Fish & Fishery Products, Fish Paste, Food & Beverages, Agricultural Products, PVC Resin, etc.

**Growth Trend:** Agro based, Food & Beverages, Fishing Industry, Salt Industry are growing with growth in service sector

**Major Export Items in Medium Enterprises:** Mangoes & its processed products, Fish & Fishery Products, Food & Beverages, Agricultural Products, PVC Resin, Piping Systems, Diethyl Oxalate, Files & Twist Drills, etc.

**Existing Clusters of Micro & Small Enterprises:** Manufacturing Sector: Mango Processing
Experts Discuss Potential for Marine and Agro-Product Exports from Ratnagiri

MIRDC World Trade Center Mumbai conducted an interactive training session on ‘Skilling MSMEs for Global Opportunities’ with special focus on export potential in marine and agriculture products at Ratnagiri on July 18, 2019.

The session was conducted in partnership with Maharashtra Industry, Trade and Investment Facilitation Cell (MAITRI), which is an arm of Department of Industries, Government of Maharashtra. The event was also supported by Lions Club – Ratnagiri, Maharashtra State Agricultural Marketing Board (MSAMB) and Marine Products Export Development Authority (MPEDA).

Speaking on this occasion, Mr. S.R. Kolte, General Manager, District Industries Center – Ratnagiri mentioned the initiatives of Government of Maharashtra and the central government to promote marine and farm exports from the state. Specifically, he highlighted schemes focused on training youths in fishing, setting up of fish seed centers, providing infrastructure facilities in fish landing centers, development of fisheries co-operative societies, establishing fish farmers development agency, among others.

Mr. Kolte further informed that in the financial year 2018-19, Maharashtra is estimated to have exported fish products worth Rs. 5043 crore, compared to Rs. 4312 crore in 2016-17.

The session was also addressed by Dr. T.R. Gibinkumar, Deputy Director, Marine Products Export Development Authority (MPEDA). Dr. Gibinkumar suggested fish exporters to become members of MPEDA and benefit from the support provided by the authority. He highlighted some of the quality aspects relevant for export of fish and other sea food products to foreign markets.

Speaking on this occasion, Mr. Milind Joshi, General Manager, Maharashtra State Agricultural Marketing Board (MSAMB) pointed to the untapped potential of Ratnagiri in export of farm products, especially export of processed fruits, beverages and coir products. He emphasized farmers to focus on value addition and avail of the various schemes of Government of India and Government of Maharashtra for food processing units.

Essential Factors to be Considered for Export of Marine Products:

- Validation of Catch Certificate: Exporters of sea food to European Union must get their catch certificate validated from MPEDA to certify that they do not indulge in Illegal, Unreported and Unregulated (IUU) fishing activities.

- Quality Testing: Exporters of sea food must get their products tested and certified by MPEDA from its network of laboratories across the country. Quality certification from MPEDA is necessary for export to EU countries to ensure that the sea food products do not contain harmful chemicals, bacterial contamination or presence of heavy materials.

During the event, Mr. Eknath Birari – Senior Faculty, WTC Mumbai Trade Institute conducted an interactive session on procedures involved in exports. Mr. Birari explained various procedures involved in foreign trade, right from securing Import Export Code (IEC), to accessing pre-shipment and post-shipment finance and availing benefits of various export promotion schemes by Government of India.

Mr. Birari also explained the Incoterm (short for International Commercial Terms), which is a globally accepted standard of contract that specifies the

Quality Testing: Exporters of sea food must get their products tested and certified by MPEDA from its network of laboratories across the country. Quality certification from MPEDA is necessary for export to EU countries to ensure that the sea food products do not contain harmful chemicals, bacterial contamination or presence of heavy materials.
obligations of importers and exporters. The terms of international sales contract are complex as buyers and sellers need to agree on who will bear freight, insurance and tariff costs.

In order to facilitate traders to draft unambiguous sales contract, International Chamber of Commerce (ICC) has been publishing Incoterms since 1936 with periodic updation. The latest edition of this standard, Incoterms 2010, came into effect from 2011 and ICC is expected to launch Incoterms 2020 in September 2019.

Incoterms also offer useful guidance for traders on filing a purchase order, packaging and labelling a shipment for freight transport, or preparing a certificate of origin at a port.

Some of the salient features of Incoterms are explained below:

- Exporters should use Incoterms to reduce chances of misunderstandings with importers and thereby avoid trade disputes and litigation.
- Traders are free to choose any version of Incoterms, although it is advisable to use the latest edition (Incoterms 2010) in their sales contract.
- There are 11 rules under Incoterms 2010 as against 13 under Incoterms 2000. These 11 rules are classified under two broad categories: 1. rules for any mode or modes of transport, 2. rules for sea and inland waterway transport.
- ICC has provided Guidance Notes before every Incoterm rule, that explains when it should be used, when risk passes, and how costs are allocated between seller and buyer.

Export Documentation

Mr. Birari suggested exporters to comply with the documentation requirement for exports to ensure that the goods are cleared by the customs and the buyer makes payment on time. He advised exporters to hire freight forwarders who are familiar with the documentation procedures for different countries and different products of exports.

Exporters need to be familiar with three mandatory documents for shipment of goods; these are: 1. Bill of Lading or Airway Bill, 2. Commercial Invoice cum Packing List and 3. Shipping Bill or Bill of Export. However, depending on the rules in the exporting country and the nature of the product, additional documents may be required for shipments. For instance, manufacturers of the product may have to arrange for certificate of origin (from a chamber of
Earlier in his welcome remarks, Mr. Anil Velde, Joint Director, MVIRDC World Trade Center Mumbai shared information about the Center and its role in promoting exports from Maharashtra. He said the Center is a preferred choice for MSMEs to facilitate their access to global markets. Mr. Velde suggested MSMEs in Ratnagiri to participate and benefit from the various trade promotion and trade education activities of World Trade Center Mumbai.

Mr. Birari concluded his session by highlighting the relevance of quality standards, packaging and labeling norms, tariff and non tariff barriers involved in international trade of goods and services.

The interactive session ended with a highly engaging question and answer session between the audience and distinguished speakers. The event was also addressed by senior functionaries from Lions Club – Ratnagiri, JSW Jaigarh Port and global professional services firm Ernst & Young.

**Key Documents Required for Exports:**

1. Bill of lading/Airway Bill
2. Commercial invoice cum Packing List
3. Shipping Bill/Bill of Export
4. Consular invoice (if required in the importing country)
5. Preferential/Non-Preferential Certificate of origin
6. Inspection certification

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Mr. Anil Velde – Joint Director, Trade Promotion and Marketing, MVIRDC World Trade Center Mumbai addressing World Trade Day Maharashtra in Ratnagiri. Also seen on the dais are (from left to right) Mr. Ravi Limaye, Secretary, Lions Club - Ratnagiri, Ms. Kriti Aggarwal, Senior Consultant, Ernst & Young, Dr. T.R. Gibinkumar, Deputy Director, Marine Products Export Development Authority (MPEDA), Capt. Ravi Chandar, Head, JSW Jaigarh Port, Mr. Deepak Salvi, President, Lions Club – Ratnagiri, Mr. S.R. Kolte, General Manager, District Industries Center – Ratnagiri, Mr. Eknath Birari – Senior Faculty, WTC Mumbai Trade Institute
World Trade Day Maharashtra - 13 June - 18 July, 2019  |  66
His Excellency Prof. Ganeshi Lal, Governor of Odisha inaugurated World Trade Day, which was organised by World Trade Center Bhubaneswar at Hotel Swosti Premium, Bhubaneswar. The event also featured Annual Members Meet of the Center.

Addressing the event, His Excellency Prof. Ganeshi Lal suggested industry to expand their business in world market by making optimum use of the unparallel global network of WTC in more than 90 countries.

The event focused on unleashing the export potential of Odisha. His Excellency Prof. Ganeshi Lal spoke highly of Odisha's culture, tradition and brotherhood. He stressed on the development of villages and urged corporate leaders to advance the villages' access to global market as the objective to pursue for inclusive development. Prof. Lal suggested WTC Bhubaneshwar and its members to work in this direction especially in collaboration with central and state government sponsored schemes.

Captain Somesh Batra, Chairman, World Trade Center Bhubaneswar and Vice Chairman, MVIRDC World Trade Center Mumbai delivered the welcome address where he acknowledged the achievements of WTC Bhubaneswar and assured continued endeavours by the Center to bring Odisha’s best to the world and bring the best of the world to Odisha.

Captain Dibya Shankar Mishra, Hon'ble Minister of Energy, Industries, MSME, Government of Odisha spoke highly of the capacity of Industry and MSME to transform the economy and how he strongly feels the need for a full-fledged office for WTC Bhubaneswar.

Dr. Nitin Jawale, IAS, Managing Director, Industrial Promotion & Investment Corporation of Odisha (IPICOL), Government of Odisha stressed on the need for rapid economic development in eastern parts of India and how it can hugely contribute to the Prime Minister's target of making India a 5 trillion dollar economy.

As part of the event, WTC Bhubaneswar felicitated member companies in different categories for their outstanding performance in international trade and facilitation.
The event also featured signing of two MoUs by WTC Bhubaneswar with Industry partners such as Hotel and Restaurant Association of Odisha (HRAO) and Batoi Systems Pvt Ltd. On this occasion, WTC Bhubaneswar revamped its sectoral Think Tanks, which were designed last year, by adding new conveners, co-conveners and members.

Leaders from different think tanks at WTC Bhubaneswar namely Shri. J.K. Mohanty, Convener, Tourism Think Tank, Shri. Ashwini Rath, Convener, Start-up, Innovation & Technology Think Tank, Shri. Mahendra Gupta, Convener, Smart City & Infrastructure Think Tank, Shri. Pradipta Mohanty, Convener, Agriculture & Food Processing Think Tank and Ms. Sanghamitra Jena, Convener, Women Forum presented their detailed account of activities and shared their plan for near future.
World Trade Day Goa Invite

**WORLD TRADE DAY GOA 2019**

Navigating the New Realities of Global Trade

Thursday, 30th May 2019 | 2.30 pm onwards
Nalanda Hall, EDC Building, 5th Floor
Dr. A. B. Road, Panaji Goa

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth. The objective of World Trade Day is to encourage small and medium enterprises to explore opportunities in capacity building, international trade and exports.

**Topics of Discussion**
- Startups as catalysts for Exports
- Shipping and Packaging requirements for Exports
- Data Protection & Cyber Security for Global Trade
- Business Entry Strategy for USA

**Speakers**
- Mr Edgar Pinto
  Managing Director, MAE Enterprises
- Mr Ambar Kamat
  Director, Eintellize Infotech Pvt Ltd
- Mr. Mc Eugen Pinto
  Co-founder and Partner, KitZai Imports n Exports

No registration fee  |  Prior registration compulsory

**Contact for registration**
- Mr. Cyril Desouza
  World Trade Center Goa
  t: 0832 - 2431108  |  e: cyril@wtcgoa.org

World Trade Day is a unique initiative of World Trade Centers across the Globe to create awareness on International Trade and its impact on Economic Development and Regional growth. The objective of World Trade Day is to encourage small and medium enterprises to explore opportunities in capacity building, international trade and exports.

During the event, Mr. Mc Eugene Pinto, Co-founder and Partner, KitZai Imports n Exports made a presentation on how MSMEs in Goa can explore global markets for their products and services.

He said that Goan companies produce quality products that can be exported throughout the globe, but unfortunately, they get so much engrossed in the running of the company that they actually neglect to emphasize on the hardcore selling and marketing of the product.

He opined that paying more attention to this aspect will give a boost to their selling activity and result in a dramatic and positive change to their respective company's bottom-line.

On this occasion, Mr Ambar Kamat, Director, Eintellize Infotech Private Limited made a detailed presentation on ‘Data Protection & Cyber Security for Global Trade’.

He explained in detail the Global Data Protection Regulation (GDPR), which is a legal framework that sets guidelines for collection and processing of personal information from Individuals who live in the European Union (EU). Mr Kamat also explained that even companies not selling directly to the EU would have to be very well versed with this regulation as it applies regardless where the websites are based. He also touched upon the area of how each company can protect its data while doing cross border trade.

Mr. Arman Bankley, Partner AR-Mines Industries & Secretary, Vibrant Goa Foundation gave a lucid presentation on the Vibrant Goa - Global Expo & Summit 2019, that will be organized from 17th to 19th October 2019, at Goa. He encouraged all delegates to participate actively in this event and make it a big success in projecting the best of the World Business entities that will showcase their prowess at Vibrant Goa 2019.

World Trade Center Greater Philadelphia has brought out an "Export Revenue Assistance Programme" (ERAP) that will be of great help to companies who are interested in entering the United States of America. Mr Cyril Desouza, Assistant Director, Trade Promotion, World Trade Center Goa, made a presentation on the same which was specifically targeted to those companies who would be desiring to expand their business by selling their products in the US market. He also distributed copies of the ERAP to all the delegates present.
World Trade Day Jaipur Invite

WORLD TRADE DAY JAIPUR 2019
Enhancing Export Competitiveness of Rajasthan

Friday, 31st May 2019 | 4 pm – 7 pm
Conference Hall, Mapple Abhay Paota Circle, Paota, Jodhpur, Rajasthan

World Trade Day is a unique initiative of World Trade Centers across the world to create awareness on international trade and its impact on economic development and regional growth. The objective of World Trade Day is to encourage small and medium enterprises to explore opportunities in capacity building, international trade and exports.

Topics of Discussion
- Global Market Assessment for Exports from Rajasthan
- Modern Marketing Tools for effective Product Placement (Garment, Gems and Jewellery and Handicrafts Sectors)

Special Guest
Mr. Kiran V. N.
Assistant Director
Office of DC (Handicrafts)-Ministry of Textiles, Government of India

Theme Address
Mr. Gopal Sharma
Regional Head
EPCH Jodhpur

Event is followed by Hi-Tea

Supported by

No registration fee | Prior registration compulsory

Contact for registration
World Trade Center Jaipur
t: 91-9987777977 | navneet@wtcjaipur.org

Jodhpur Inst. of Export Shipping Management, Jodhpur
t: 9314717668 | jiesm001@gmail.com
World Trade Center Jaipur Organises 3rd World Trade Day

World Trade Center Jaipur organized its third World Trade Day on the theme “Enhancing Export Potential of Rajasthan” at Maple Abhay-Jodhpur. The event was organised in partnership with Export Promotion Council for Handicrafts (EPCH), Jodhpur Institute of Export and Shipping Management (JIESM), Spices Board of India and India's leading open university IGNOU.

The event drew a large number of entrepreneurs and exporters from handicraft, furniture, agriculture and textile sectors.

Dr. Ajay Vardhan Acharya, Regional Director, IGNOU, Mr. Rais Ahmed- Director, JIESM Jodhpur, Mr. Gaurav Surana, Regional Head-Jodhpur, Spices Board of India and Mr. Gopal Sharma, Regional Head, EPCH Jodhpur set the tone for the day and made it clear that Jodhpur and many other districts in Rajasthan threw abundant opportunities for bilateral trade from the state.

Mr. Ahmed said, “Rajasthan is one of the most prominent locations for textile processing in India. In addition to being one of the largest producer and exporter of polyester viscose suiting - woven polyester fabric (mixed with viscose rayon), it is also emerging as an important state for production and export of readymade garments, cotton yarns, and nylon tyre cord fabrics.”

He added, “From the districts perspective, Bhilwara is one of the major manufacturing destinations in India for suiting fabrics and yarns. Barmer is also being developed on similar lines as Bhilwara. The district of Jaipur is one of the largest centers for readymade garment processing in India, and a large number of units in Jaipur are catering only to the exports market. Pali, Balotra and Jodhpur are also among the prominent centers of India for processing of low weight, low cost fabrics."

In his remarks, Mr. Gopal Sharma explained, “Handicrafts is an integral part of Rajasthan's culture. There is strong presence of various types of handicrafts in the major districts of Rajasthan: Textile Printing from Bagru, Chittroli, Sanganer, Jaipur and Jodhpur, Zari from Jaipur and Barmer, Stone Inlay from Jaisalmer.”

Speaking on this occasion, Mr. Gaurav Surana informed, “There exists substantial export potential in the areas of fresh vegetables, amla, guava, aloe vera, oil cake, oil seeds etc. There are also opportunities for canning, dairying, frozen food, fruits and vegetable, milk and milk beverages and soft drinks in the state. However, infrastructure needs to be built to support the same.”

At the end of the session, participants engaged with the speakers by seeking information and clarification on payment and documentation related issues in international trade.

Mr. Navneet Agarwal, Assistant Director- World Trade Center Jaipur proposed vote of thanks for the event.
Social Media Campaign