

## EXIM PROGRAMMES

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**Venue:** Torrent-AMA Management Centre, Core-AMA Management House,  
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad - 380 015.

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### **Prog. 1 : Selling on Global eCommerce Marketplace**

**Thursday, 25<sup>th</sup> April 2019 • 10.00 a.m. to 12.30 p.m.**

Online Marketplace is a new channel for entrepreneurs to start their own online business. Marketplaces like Flipkart, Amazon and Snapdeal are giving tremendous opportunities to small businessmen to scale their businesses and earn a good living.

In recent years, Indian products can also be sold to customers worldwide through global eCommerce Marketplace. This increases the customer base, especially who pay high prices. There are 25 million Indian living overseas and many times more, the nationals of prosperous countries.

There are various factors that one needs to look at before starting up an online business. These will help you to avoid losses and build a successful online business. This workshop will provide an overview of global eCommerce scenario as well as introduce various aspects of online selling.

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### **Prog. 2 : Opportunities for Merchant Exporters**

**Thursday, 25<sup>th</sup> April 2019 • 5.30 p.m. to 8.00 p.m.**

Almost 40% of world trade is carried out by merchant exporters. For entrepreneurs and SMEs, this is a good way to enter and learn international trade as there are many opportunities and you are not hampered by any manufacturing activity and can devote your full energy in developing export markets.

India and Gujarat in particular, manufactures a wide range of goods which can be sourced for exports. However, one must learn the basics of international trade especially the regulatory requirements, documentation, financing and insurance besides an in-depth knowledge of the products you wish to export and the markets where there is a growing demand for your range of products.

This workshop will provide an overview of global export scenario as well as throw light on trends which continue to change the dynamics of overseas markets.

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### **Prog. 3 : Export & Investment Opportunities in Ceramics Sector**

**Friday, 26<sup>th</sup> April 2019 • 10.00 a.m. to 12.30 p.m.**

Indian ceramic tile and sanitaryware industry is the third largest in the world and has a healthy growing export market. Since, the raw materials are widely distributed around the globe, the industry must take advantage of growing trend for global companies to commence manufacturing nearer the market, especially the growing areas such as East and West Africa, East Asia etc.

The global figures for production, consumption and international trade of ceramic tiles has been increasing rapidly at a global level for a number of years, seemingly unaffected by the economic crisis. The ceramic tiles market is highly fragmented due to the presence of well-established players and smaller regional and local players.

New manufacturing processes, new production centres in Africa and newly developed shorter trade routes to Central Asia and Eastern Europe will change the landscape of Indian ceramic Industry.

This workshop will throw light on all these aspects to assist the Small & Medium Scale Industries to take advantage of global trends and continue on their global growth path of higher trade and investment.

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## Prog. 4 : Global Export & Investment Opportunities in Plastics

Friday, 26<sup>th</sup> April 2019 • 5.30 p.m. to 8.00 p.m.

Plastics and its products is one of the leading exports of India and we are globally competitive in this industry. The export of plastic goods from India expected to double from 7.9 Billion US\$ currently to about 15 Billion US\$ in 5 years. Our export of plastics comprise raw materials 38% and finished products 62% (\$4.82bn). India's per capita consumption to grow from 11kg per capita to 20kg by 2020. India's strengths is large manufacturing base of a wide range of industrial and consumer goods, good availability of raw materials, technical personnel & knowhow and the vital government support. Currently, India supplies only 1% of world demand and there is a large export potential as well as establishing conversion facilities nearer to the markets.

This workshop will provide an overview of plastics scenario as well as introduce various types of plastics and global markets.

The Workshop will be conducted by **Mr. Suhayl Abidi**, Research Advisor, GOG-AMACentre of International Trade and Editor, Foreign Trade Update.

**Nominal Registration Fee:** Rs.300/- per person per programme inclusive of GST. (fee includes course fee, cost of reading material and Refreshment). A booklet on this topic will be circulated to all participants. Cheque should be drawn in favour of "Ahmedabad Management Association"

**Prog. 1 : Selling on Global eCommerce Marketplace** 25<sup>th</sup> April 2019 • 10.00 am to 12.30 pm

**Prog. 2 : Opportunities for Merchant Exporters** 25<sup>th</sup> April 2019 • 5.30 pm to 8.00 pm

**Prog. 3 : Export & Investment Opportunities in Ceramics Sector** 26<sup>th</sup> April 2019 • 10.00 am to 12.30 pm

**Prog. 4 : Global Export & Investment Opportunities in Plastics** 26<sup>th</sup> April 2019 • 5.30 pm to 8.00 pm

### Registration Form:

Please fill-in and return this form along with participation fee to : **Ahmedabad Management Association**, AMA Complex, Ahmedabad 380015. **Ph.:** 079-26308601-5 • **Mobile:** 9537407187, 7069940917 7203030990  
**E-mail:** ama@amaindia.org **Website:** www.amaindia.org • **Android Mobile App:** AMA-Ahmedabad amalIndia.org

Name(s)	Prog. No.
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3.	
Organisation:	
<b>GST No.:</b>	AMA GST No.: <b>24AAATA 5881D1Z0</b>
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