



Industries Commissionerate,
Government of Gujarat
GoG-AMA Centre for International Trade

Programme on Generating an Export Enquiry and follow-up

Saturday, December 3, 2016 - 9.30 a.m. to 5.00 p.m

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

- Rationale** : It is seen that new entrants to Export Business fail at initial stage of generating an export inquiry and follow-up despite having good product at their disposal and are prepared to offer a competitive price in addition to favourable terms of business. The main reason lies in lack of understanding the process involved in generating an export enquiry, diligent follow-up and conversion of enquiry into an order.
- Objective** : The objective of this one day seminar is to acquaint the participants with the knowledge and process involved in generation of an export enquiry , its follow-up and converting enquires into order.
- For Whom** : The program would be of use and interest to all new entrants into export business, exporters, Professionals for all those contemplating export business.
- Contents** :
 - Organising and Registration Process for Export.
 - Familiarizing with Export Concepts.
 - Determinants of Identification of Export Product.
 - Identification of Export Market – Determinates.
 - Sources of Market Information and Keys to selecting markets abroad.
 - Process of generation of enquiries.
 - Responding to enquiries – Essentials.
 - Seeking Information from the enquirer.
 - Process of follow-up on enquiries.
 - Pricing of Export Product.
 - Converting enquiries in to Order.
 - Miscellaneous.
- Faculty** : **Mr. S.M. Chaturvedi**, Legal Corporate Advisor, Export-Import. Over 15 years of corporate experience as Secretary, Manager & Executive Director with leading Public Ltd. Companies and over 28 years of consulting experience.
- Fee** : Rs.1000/- per participant per programme inclusive of Service Tax. Fee includes course fee, cost of reading materials, lunch and refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

Generating an Export Enquiry and follow-up

December 3, 2016

Registration Form: Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.

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Website: www.amaindia.org

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Name(s)	Position
1.	
2.	
Organisation:	
Address:	
	Pin Code:
Phone:	Mobile:
E-mail:	Fax: