



Seminar on
**Exploring Export Market and Opportunities
by Non-Export Organizations**

Friday, February 8, 2019 - 9.30 a.m. to 5.00 p.m.

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

Rationale: Liberalization of import tariffs and removal of restriction on imports has led to severe competition for Indian organizations and manufacturers. The way to counteract this competition in local market is to enter export business. The International market is ever growing market for all categories of goods, be it consumer goods, Industrial goods or Industrial intermediates.

The local organizations can tap this vast global market by understanding the nuances of export business. Gujarat based organizations with strong multi- products manufacturing base have edge in this regard.

Objective : Objective of this one day program is to acquaint the participants and organisation, who are not in to export business, with the nuances involved in diversifying into exports and enter ever growing export field as new entrants.

For Whom: The program would be of use to the organizations, contemplating entering into export business and wish to explore **exports** as means of profitable diversification.

Contents: Why Export ? – Export Opportunities Galore ! - Concepts in Exports – Steps in Organising for Exports – Registration Process and Compliances – Identification of Export Product – Identification of Export Market – Market Segments – “8” Keys to Successful Marketing Abroad – Sources of Market Information – Contact Points – Appointment of Overseas Agents – Consideration – Pricing for Export – Export Incentives – Elements of Export Contract – Payment Mechanism under Exports – Terms of Delivery – Risk Management in Exports – Miscellaneous.

Faculty: **Mr. S.M. Chaturvedi**, M.com., LL.B(Gen.), P.G.D.B.A., P.G.D.E.M., P.G.D.P.R., P.G.D.I.R., & P.M) is a management consultant in International Business besides being a visiting faculty with leading Institutes of Management in India. He is corporate trainer and Motivational speaker who has conducted more than 5000 seminars on all India basis besides over 200 In-company Training Programs. He possesses over 17 years of Corporate experience and over 30 years of consultancy experience catering to corporate cliental.

Fee: Rs.1000/- per participant inclusive of GST. Fee includes course fee, cost of reading materials, lunch and refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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Registration Form: Please fill-in and return this form along with participation fee to:
Ahmedabad Management Association, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015
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Website: www.amaindia.org • **Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Organisation:	
GST No.:	AMA GST No.: 24AAATA 5881D1ZO
Address:	
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Phone:	Mobile:
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