

Programme on  
**Doing Business in Islamic Markets**  
Friday, January 6, 2017 - 5.00 p.m. to 8.30 p.m.

at Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, Vastrapur, Ahmedabad 380 015

**Objectives** : With growing affluence, the world's Muslim population represents an increasingly attractive consumer market. Muslims are expected to avoid certain activities and substances and these prohibitions have significance for marketing activities. This program explores the Islamic practices and restrictions that apply to the exports/imports, the difficulties of meeting differing international halal standards, and the opportunities for Indian firms to expand into the growing Muslim market. It helps aspiring participants gain understanding of the importance of marketing to the Muslim markets.

**Contents** : 1. Muslim Market Identification – Opportunity Assessment  
2. International Marketing Research on Islamic Markets  
3. Islamic Cross-cultural Analysis  
4. Product adaptation strategy  
5. Halal certification & Islamic Branding  
6. Distribution in Muslim Markets

**Participants** : • Business people who aspire to engage in Islamic, Halal marketing  
• Executives working in companies associated with international business  
• MBA students wishing to understand the international business scenario

**Methodology** : The workshop methodology includes lecture presentations, discussions, and group exercises. Short case studies with international business perspectives would also be used.

**Faculty** : **Dr. Rajendra Prasad Sharma**, Faculty at Indian Institute of Foreign Trade, Delhi & Kolkata. The faculty has rich experience and deep understanding of the nuances of international business.

**Fee** : Rs.500/- per participant inclusive of Service Tax. Fee includes course fee, cost of reading materials and refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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**January 6, 2017**

**REGISTRATION FORM:** Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association**

ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 15.

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Name(s)	Designation:
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E-mail:	