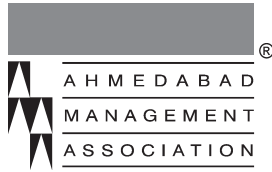




Industries Commissionerate,  
Government of Gujarat  
**GoG-AMA Centre for  
International Trade**



Seminar on

# How to become a Merchant Exporter

Friday & Saturday, January 6 & 7, 2017 - 9.30 a.m. to 5.00 p.m.

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

- Rationale** : Traditionally export business in India has been conducted by Merchant Exporters. Even today merchant Exporters contribute more to exports from India than Manufacturer Exporters or even Corporate Exporters in Net Terms. These are Exporters who do not manufacture the goods which they export. This category of Exporters is akin to Traders in the Local Market.  
The Traders of various goods in Local Market think of diversifying into exports but are reluctant to do so due to lack of adequate knowledge of the subject.
- Objective** : Objective of this two day programme is to acquaint Local Businessman with nuances of getting into exports business as "Merchant Exporters" so that they can fulfill their long cherished dream of becoming exporter.
- For Whom** : The programme would of use to all those intending to get into export business, individuals, Housewives and Trading Fraternity.
- Contents** :  
  - What is Merchant Export?
  - How to be a Merchant Exporter?-Compliances.
  - Pre & post Exports Incentives.
  - Sources of Overseas Market Information.
  - Identification of export product and Market.
  - Pricing for Export.
  - Export Documentation and Procedure.
  - Miscellaneous
- Special Feature** : **All the topics at seminar will be discussed based on newly announced Foreign Trade Policy 2015-20. Highlights will also be shared.**
- Faculty** : **Mr. S.M. Chaturvedi**, Legal Corporate Advisor, Export-Import. Over 16 years of corporate experience as Secretary, Manager & Executive Director with leading Public Ltd. Companies and over 28 years of consulting experience.
- Fee** : Rs.2000/- per participant inclusive of Service Tax. Fee includes course fee, cost of reading materials, lunch & refreshments. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

## Seminar on How to become a Merchant Exporter

January 6 & 7, 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 380 015. • **Phone:** 079-26308601-5 • **Fax:** 079 - 26305692  
**E-mail:** ama@amaindia.org • **Website:** www.amaindia.org  
**Android Mobile App:** AMA-Ahmedabad amaIndia.org

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