



Workshop on  
**“Discovering New Markets”**

A series of workshops  
Monday to Friday, March 4 to 8, 2019

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

International markets change their composition over time. As exporters, we must be alert to changing dynamics which may be due to population, habits, regional economic integrations, income levels, evolution in social consciousness and many other factors.

In this series of workshops, we will look deeper into several such markets, in Europe and Asia-Pacific to discover the current market potential and future growth prospects.

Inaugural Address by **Mr. Sunil Parekh**  
Corporate Advisor, Zydus Cadila Group

Concluding address will be by **Mr. Yatindra Sharma**, Managing Director,  
KHS Machinery Pvt. Ltd.

Date	Time	Topic
4 March 2019	10am-12.30pm	Australia & New Zealand
4 March 2019	5.30pm-8pm	Canada
5 March 2019	10am-12.30pm	Scandinavia
5 March 2019	5.30pm-8pm	France
6 March 2019	10am-12.30pm	Netherlands
6 March 2019	5.30pm-8pm	Poland
7 March 2019	10am-12.30pm	Japan
7 March 2019	5.30pm-8pm	Singapore
8 March 2019	10am-12.30pm	UAE
8 March 2019	5.30pm-8pm	Finding Trade Information

We will conclude the series by a workshop with online demo on how to find information on international trade, especially related to country demand, importers' details etc. and also throw light on preparing for attending Trade Fairs.

The workshops will be conducted by **Mr. Suhayl Abidi**, Research Advisor, GoG-AMA Centre of International Trade and Editor, Foreign Trade Update.

**Participation by registration.** Interested Exporters and non-exporters intending to start Export Business please fill-in and send the registration (e-mail: ama@amaindia.org). Final year Management Students can also register for the workshops.

**Suggestive Registration Format**

Name: \_\_\_\_\_

Address (including company name): \_\_\_\_\_

Mobile Number: \_\_\_\_\_

Email ID:

Are you in International Trade business? \_\_\_\_\_

If Yes, please mention countries where you have exported the product line. \_\_\_\_\_