



Industries Commissionerate,
Government of Gujarat

GoG-AMA Centre for International Trade



Seminar on

How to locate & Retain an Overseas Buyer

Saturday, May 19, 2018 - 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 : For existing exporters, International Marketers and new entrants in export business, perennial issue confronting is how to locate an overseas buyer and retain him. This is not an easy task. For growth and survival exporters have to keep looking at new markets – countries and buyers and meet the challenge to retain them.

Objective : The objective of this one day seminar is to acquaint the participants with the nitty- gritty of identifying markets, buyers and retain them.

For Whom : The program would be of use and interest to all exporters, Professionals involved with international business as well as aspiring exporters.

Contents :

- Concept in Exports
- Determinants – Identification of Export Market
- Market Segments
- Keys to Successful Marketing Abroad
- Sources of Market Information
- Planning an Overseas Visit and Meeting the Buyers
- Elements of Export Contract
- Determinants – Retention of Buyer
- Importance of Communication and Negotiation in buyer retention
- Complaint handling mechanism – Follow up
- 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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May 19, 2018

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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Name(s)	Position
1.	
2.	
Organisation:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address:	
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Phone:	Mobile:
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