



SUNDAY PROGRAMMES ON EXPORT-IMPORT

These programmes are designed and conducted with a view to encourage entrepreneurs to move over to International Business.

Venue: Torrent-AMA Management Centre, Core-AMA Management House,
AMA Complex, ATIRA Campus, Vastarpur, Ahmedabad 380 015

Programme 1 : How to Start Export Business [Part-I]
Sunday, October 7, 2018 • 9.30 a.m. to 12.30 p.m.

- Content :**
- Gujarat - HUB of Exports
 - What is exports, why exports and how to export and where to export
 - How to get registrations for Exports.
 - What is LC and benefits for opening an LC.
 - Pre-shipment & Shipment documentations.
 - Role of Banks for exporting goods.
 - Role of different government agencies for exporting goods
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Programme 2 : How to Start Export Business [Part-II]
Sunday, October 14, 2018 • 9.30 a.m. to 12.30 p.m.

- Content :**
- Export of goods by mode of post, road, air and sea. And what is sea and air freight and documentations for each mode of shipment.
 - How to Air export and different products for Air exports.
 - How to Sea Exports and different products for SEA Exports.
 - What is FCL/ LCL mode of shipment.
 - How to deal with Different agencies for exports
 - Role of Logistics in increasing business of any exporters.
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Programme 3 : Shipping by Sea/Air Freight & Inco terms
Sunday, October 21, 2018 • 9.30 a.m. to 12.30 p.m.

- Contents :**
- Various definitions in Incoterms
 - Types and Sizes of Containers
 - Difference between ICD, CFS and Port
 - Difference between CHA and freight forwarders
 - Role and Responsibilities of CHA and freight forwarders
 - Various types of Shipping Lines (VOCC and NVOCC)
 - How to calculate freight in Sea and Air
 - Various Incoterms in details (Sea and Air marked differently)
 - How freight is calculated in ODC
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Programme 4 : Export Business Techniques - How to Identify, Locate and Retain Overseas Buyer
Sunday, October 28, 2018 • 9.30 a.m. to 12.30 p.m.

- Content :**
- Concept in Exports
 - Identification of Export Market
 - Keys to Successful Marketing Abroad
 - Sources of Market Information
 - Planning an Overseas Visit and Meeting the Buyers
 - Determinants – Retention of Buyer
 - Importance of Communication and Negotiation in buyer retention
 - Complaint handling and mechanism – follow up
 - How to import , Import procedures, import documentation and import customs clearances.
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Faculty:

Ms. Manisha Thaker, Faculty for Exports and Imports & EXIM consultant, Vadodara. Ms. Manisha Thaker did her Masters degree from the S P University of Vallabh Vidhyanagar, Gujarat. She has worked with reputed organisations in Freight Forwarding in the Management and Senior Management levels for all Exports and Imports through Air and Sea both. She has rich experience in Logistics, Shipping, and operations for General cargoes as well as odd dimensions cargoes. She is also specialized in handling Breakbulk and Project Cargoes. She has been a guest faculty to many organisations with a rich practical experience.

Concessional Registration Fee :

Rs.500/- per programme per participant. Fee includes programme fee and refreshment. Cheque should be drawn in favour of “**Ahmedabad Management Association**”.

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- Programme 2 : How to Start Export Business [Part-II]** Sunday, October 14, 2018
- Programme 3 : Shipping by Sea/Air Freight & Inco terms** Sunday, October 21, 2018
- Programme 4 : Export Business Techniques - How to Identify, Locate and Retain Overseas Buyer** Sunday, October 28, 2018

Registration Form:

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

Ahmedabad Management Association,

AMA Complex, Dr. Vikram Sarabhai Marg, IIM-A Road, Vastrapur, Ahmedabad 380015.

Phone: 079-26308601-5 • **Mobile:** 9537407187, 7069940917, 7203030990

E-mail: ama@amaindia.org • **Website:** www.amaindia.org

Android Mob.App: AMA-Ahmedabad amaIndia.org

Name(s)	Prog. No.
1. _____	_____
2. _____	_____
3. _____	_____
Organization: _____	_____
GST No.: _____	AMA GST No.: 24AAATA 5881D1Z0
Address: _____	_____
_____	Pincode No. _____
Telephone(s): _____	Mobile: _____
E-mail: <input type="text"/>	<input type="text"/>