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AHMEDABAD MANAGEMENT ASSOCIATION

"The Five Pillars of Prosperity :
Agriculture, Manufacture, Navigation,
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FOREIGN TRADE Update

GoG-AMA Centre for International Trade

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Editor's Note

Chinese & Asian economies will recover fastest



According to a Deloitte report, Asia-Pacific economies, led by China, are poised to begin an economic recovery sometime in the third quarter—but downside risks still remain. India has signed maximum number of Free Trade Agreements (FTA) with Asian countries. It is time exporters look at their markets in Asia, especially China to supply agricultural, chemical, pharmaceutical including APIs and other products which will show good growth in the near future.

The Chinese economy should recover strongly in the second half provided COVID-19 infection curves flatten in the United States and western Europe by late Q2, as capacity utilization returns to normal and a bigger-than-expected stimulus lends a fillip to growth. Again, our assumption is that major developed countries will lag China's recovery by around two quarters, barring a resurgent second wave of COVID-19. Bold responses in other Asian economies will also help produce a strong second half in the region. Asian governments have announced wide-ranging monetary and fiscal interventions to cushion the worst of the pandemic's effects and prevent a downward spiral in economic conditions. Even in the absence of a trade war, trade tensions between China and the United States could well be a long-term theme that is further complicated by domestic politics in both countries and the geopolitical overlay. This provides a further impetus to growth of Indian exports in later part of 2020.In light of these measures, we expect that a very weak first half of the year is likely to be followed by a strong second half, laying the foundations for a vigorous revival of economic dynamism in 2021.

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Editor: Suhayl Abidi

Industries Commissioner's Desk

The Gujarat Government Intends to Continue the Trend of Staggered Reopening of Industries

Gujarat Government's efforts to restore life amidst the pandemic begins with the opening of industries outside of the Containment Zone. Gujarat is among the top 3 exporting states in the country, accounting for over 20% of India's exports. This development is a step to resume livelihood for the people of the state, and enable the state's industries cater effectively to export markets. The prime motive was to ensure that the workers and labourers, especially the migrant workers, can resume their duties in order to sustain themselves. The Government of Gujarat formulated consolidated guidelines to enable industries for resumption of operations outside the containment zone with prescribed safeguards dated 16th April, 2020. The guidelines also prescribed the standard operating procedure for social distancing for offices, workplace, factories and establishments and also measures as per national directives under the Disaster Management Act 2005.

Trade set to plunge as COVID-19 pandemic upends global economy (WTO)



World merchandise trade is set to plummet by between 13 and 32% in 2020 due to the COVID-19 pandemic. A 2021 recovery in trade is expected, but dependent on the duration of the outbreak and the effectiveness of the policy responses. Nearly all regions will suffer double-digit declines in trade volumes in 2020, with exports from North America and Asia hit hardest. Trade will likely fall steeper in sectors with complex value chains, particularly electronics and automotive products.

Services trade may be most directly affected by COVID-19 through transport and travel restrictions .Merchandise trade volume already fell by 0.1% in 2019, weighed down by trade tensions and slowing economic growth. The dollar value of world merchandise exports in 2019 fell by 3% to US$ 18.89 trillion. The value of commercial services exports rose 2% to US$ 6.03 trillion in 2019.

The wide range of possibilities for the predicted decline is explained by the unprecedented nature of this health crisis and the uncertainty around its precise economic impact. But WTO economists believe the decline will likely exceed the trade slump brought on by the global financial crisis of 2008 09.Estimates of the expected recovery in 2021 are equally uncertain, with outcomes depending largely on the duration of the outbreak and the effectiveness of the policy responses."This crisis is first and foremost a health crisis which has forced governments to take unprecedented measures to protect people's lives.The unavoidable declines in trade and output will have painful consequences for households and businesses, on top of the human suffering caused by the disease itself.

"The immediate goal is to bring the pandemic under control and mitigate the economic damage to people, companies and countries. But policymakers must start planning for the aftermath of the pandemic," WTO Director-General Roberto Azevêdo said.

Decisions taken now will determine the future shape of the recovery and global growth prospects. We need to lay the foundations for a strong, sustained and socially inclusive recovery. Trade will be an important ingredient here, along with fiscal and monetary policy. Keeping markets open and predictable, as well as fostering a more generally favourable business environment, will be critical to spur the renewed investment we will need.

Trade was already slowing in 2019 before the virus struck, weighed down by trade tensions and slowing economic growth. World merchandise trade registered a slight decline for the year of 0.1% in volume terms after rising by 2.9% in the previous year. Meanwhile, the dollar value of

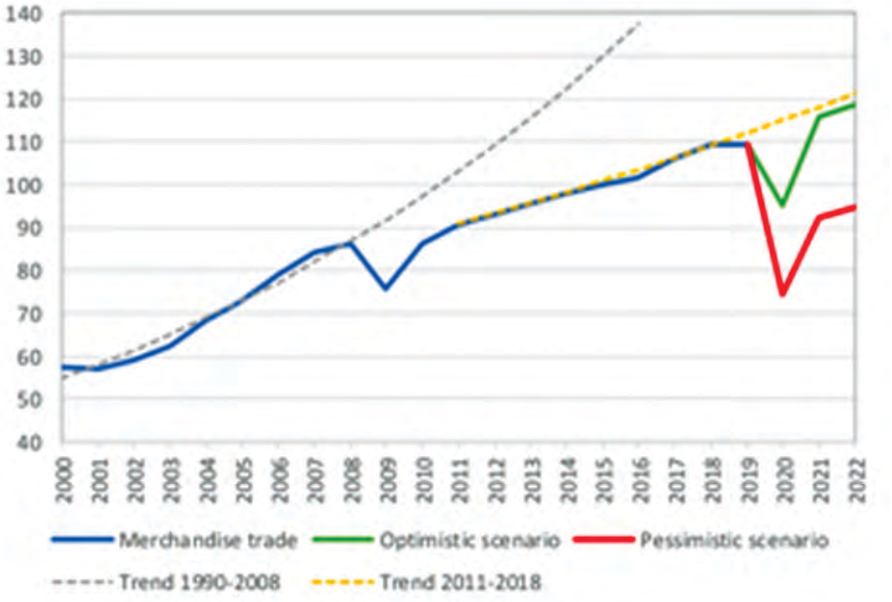


Chart 1 - World merchandise trade volume, 2000 2022 (Index, 2015=100)

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world merchandise exports in 2019 fell by 3% to US$ 18.89 trillion.

In contrast, world commercial services trade increased in 2019, with exports in dollar terms rising by 2% to US$ 6.03 trillion. The pace of expansion was slower than in 2018, when services trade increased by 9%.

Outlook for trade in 2020 and 2021

The economic shock of the COVID-19 pandemic inevitably invites comparisons to the global financial crisis of 2008-09. These crises are similar in certain respects but very different in others. As in 2008-09, governments have again intervened with monetary and fiscal policy to counter the downturn and provide temporary income support to businesses and households. But restrictions on movement and social distancing to slow the spread of the disease mean that labour supply, transport and travel are today directly affected in ways they were not during the financial crisis. Whole sectors of national economies have been shut down, including hotels, restaurants, non-essential retail trade, tourism and significant shares of manufacturing. Under these circumstances, forecasting requires strong assumptions about the progress of the disease and a greater reliance on estimated rather than reported data.

Future trade performance is thus best understood in terms of two distinct scenarios(1): (1) a relatively optimistic scenario, with a sharp drop in trade followed by a recovery starting in the second half of 2020, and (2) a more pessimistic scenario with a steeper initial decline and a more prolonged and incomplete recovery. These should be viewed as explorations of different possible trajectories for the crisis rather than specific predictions of future developments. Actual outcomes could easily be outside of this range, either on the upside or the downside.

Under the optimistic scenario, the recovery will be strong enough to bring trade close to its pre-pandemic trend, while the pessimistic scenario only envisages a partial recovery. Given the level of uncertainties, it is worth emphasizing that the initial trajectory does not necessarily determine the subsequent recovery. For example, one could see a sharp decline in 2020 trade volumes along the lines of the pessimistic scenario, but an equally dramatic rebound, bringing trade much closer to the line of the optimistic scenario by 2021 or 2022.

Under both scenarios, all regions will suffer double-digit declines in exports and imports in 2020, except for "Other regions" (which is comprised of Africa, Middle East and Commonwealth of Independent States (CIS) including associate and former member States). This relatively small estimated decline in exports stems from the fact that countries from these regions rely heavily on exports of energy products, demand for which is relatively unaffected by fluctuating prices. If the pandemic is brought under control and trade starts to expand again, most regions could record double-digit rebounds in 2021 of around 21% in the optimistic scenario and 24% in the pessimistic scenario – albeit from a much lower base. The extent of uncertainty is very high, and it is well within the realm of possibilities that for both 2020 and 2021 the outcomes could be above or below these outcomes.

GoG-AMA Centre for International Trade

TRAINING SESSIONS FOR BEGINNERS

Starting an Export Business

10 Evenings- 7.00 to 8.00 p.m. through Zoom

From Monday, June 8 to June 19, 2020 (Monday to Friday)

Content: Basics on how, what, where, why to exports & how to start; Exports Procedures and Documentation; Understanding ICD/CFS /Port/ warehouse, Types of containers & loading/stuffing techniques; How to find buyers for your export business?; Costing pricing & using the right Inco terms; Understanding Imports, Procedures and Letter of Credits; Packaging & Palletisation technique; Understanding the Role of shipping lines and LCL consolidators; Basics on how to ship Dangerous Goods; Importance of Logistics and Transportation; How to choose the carrier for your export/import goods?; How to save the cost & techniques used in international Trade?; What you should know about Odd dimension goods and how they can be shipped by Air or Sea mode; Understanding Breakbulk & Bulk cargo and Vessel chartering

Faculty: Ms. Manisha Thaker, Vice President, Trialliance Global Solutions India Pvt Ltd. & Export-Import Faculty**.** She has over 20 years' experience in Logistics and freight forwarding and shipping.

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Profile of
Oman



The government of Oman is a monarchy with a population of approximately 3.8 million (including about 1.8 million foreign workers). In the past 40 years, this nation of subsistence farmers and fishermen into a thriving state with modern infrastructure and continuing economic and social investment. Oman is the second largest state in the Arabian peninsula and is a founding member of the Gulf Cooperation Council. The energy sector makes up over 50% of Gross Domestic Product (GDP) and 75% of its export earnings.

Oman is a middle-income country with an economy based primarily on limited overall hydrocarbon resources, notwithstanding a few significant recent gas finds. Oil and gas accounted for about 85% of the government's revenue. Low oil prices have dampened the GDP growth in recent years and covid19 will further erode the recovery of GDP during this year.

Oman offers stability, security, a predictable investment climate; respect for free markets, property rights, and rule of law; access to capital, good health care and schools, easy access to global markets through a modern infrastructure network, and a commitment to intellectual property rights enforcement.

Oman advanced 10 positions in the Ease of Doing Business 2020 report by the World Bank and is now ranked world no.58. With this, the Sultanate now ranks at the top among the Gulf Cooperation Council countries.

Due to its limited energy reserves, Oman is diversifying its economy beyond oil and gas production. The government is working to diversify the Omani economy by encouraging foreign investment, implementing a robust strategy for small and medium enterprise (SME) development, conceiving anti-trust regulations, boosting industrialization, building modern infrastructure, and expanding privatization. Oman actively seeks foreign investment, especially in the industrial, food processing, pharmaceuticals, logistics, information technology, tourism, healthcare, fisheries, and higher education sectors.

The Government of Oman (GoO) has set a goal of 81% of GDP by 2020 for the non-oil sector, with the private sector representing 91% of the economy by that year. The government views expanding Oman's infrastructure as vital for economic growth and continues to allocate a substantial portion of its budget toward investments in ports, rail, airports, highways and petroleum facilities. All these changes provide an increasing role in export of intermediates and services to fuel Oman's industrial growth. Oman looks at itself as a gateway to 54 million GCC population and re-export destination for 70 million Iran population.

Highlights:

- Strong government investments in infrastructure, healthcare and education
- No personal income tax
- Full repatriation of capital, net profit and royalties
- Proximity to other Gulf markets
- Good connectivity by air to all major cities
- Strategic location between Asia and Africa
- Stable, secure nation in a volatile yet strategic region
- India, 4th largest exporter to Oman

Promising Indian Exports Post COVID19
Online Talks on Zoom Videoconferencing Platform

International trade has taken a big setback due to global pandemic covid19. India's exports have also declined in the last quarter substantially. However, we have to look at the future with confidence. How will the Indian exports recover and which sectors are likely to take a lead in recovery of exports? A series of following programs will throw light on promising sectors and regions where early recovery is likely to take place in the post covid era.

Date	Time	Title
Sat. 06June2020	11am – 12 noon	International eCommerce
Sat.13 June 2020	11am – 12 noon	China
Sat. 20 June 2020	11am – 12 noon	Specialty Chemicals

The talks will be delivered by **Mr. Suhayl Abidi,** Research Advisor, GoG-AMA Centre of International Trade & Editor, Foreign Trade Update

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■ **Logistics costs set to rise as freighters hike tariffs:** Truckers and transporters are increasing prices by as much as 80% and freighter operators are adding surcharges for transportation of goods as they grapple with regulatory challenges, shortage of manpower and a huge slump in supply. This will increase logistics costs for companies and likely in products as well, industry executives said. Truckers have increased tariffs by up to 80%, said people aware of the matter. Blue Dart has implemented a 25% emergency situation surcharge (ESS). Air India said it will increase freight charges by 90% per kilo if it doesn't have sufficient cargo to ferry."Truck rentals have shot up for essential items such as fruits and vegetables despite a waiver of toll fee, motor vehicle taxes and some other incentives such as deferment of EMIs on truck loans," said SP Singh, a senior fellow at the Indian Foundation of Transport Research and Training.

■ **International logistics post COVID-19:** Post COVID-19, the global logistics market size is projected to



grow from USD 2,734 billion in 2020 to USD 3,215 billion by 2021, at a Y-O-Y of 17.6%. The major drivers of this market are increasing focus on the continued supply of essential commodities, creation of supply chain stabilization task force to fight COVID-19, and growing demand and distribution of personal protective equipment. The factors that restrain the market are labour shortage and a shortage of COVID-19 testing kits. The projection for 2021 is estimated to be down by over 10-15% as compared to the pre-COVID-19 estimation.

FMCG is expected to have the largest market sizing in the global logistics market during the forecast period. FMCG and healthcare are among the major industries facing prominent logistics challenges. Most consumers are experiencing the fear of limited availability of fast-moving consumer goods as well as healthcare goods such as disinfectants. Most countries are experiencing supply pressure due to panic buying by consumers amid COVID-19 impact. As a result, FMCG companies are continuously tracking the current situation and are coming up with new strategies to ensure continued supply.

The agriculture sector has been exempted from the restrictions laid by the countries. This has ensured sufficient supplies of food and other daily needs products.

E-groceries continue to meet the increasing demand for daily supplies by the consumers. Amid the COVID-19 pandemic, Walmart Grocery application hit all-time high downloads in the US.

Roadways is the largest segment for the logistics market by mode of transport. Roadways are relatively less affected by the COVID-19's impact on the logistics sector when compared with airways and waterways. Trucking is seen as a critical mode of transport amid the pandemic. However, the primary concern faced by the road transport segment is driver shortage and ensuring the health safety of the available drivers as well as their infrastructure. Being the preferred mode of transport for essential goods, road transport is relied upon heavily for the continued supply of food, medicine, and other essential products.

Asia Pacific to have the largest market size during the forecast period. Asia Pacific is expected to have the largest logistics market size as the region has taken stringent and quite early measures to contain the virus outspread. China has started to recover from the COVID-19 pandemic faster than any other country. Only some provinces of the entire country are in lockdown after the second wave of COVID-19. The World Health Organization has also appreciated India's control over the spread of the pandemic. This has allowed the logistics and supply chain companies to meet consumer demands during the pandemic situation. The supply of vital products in Singapore, South Korea, and Japan has also regained normalcy. Thus, Asia Pacific region is expected to show positive signs in the near future as the supply chain industry recovers gradually.

Gujarat Export Sectors

Floriculture: The ornamental plant sector is very diverse and includes the production of floral crops such as cut flowers and cut foliage, flower bulbs, potted flowering as well as foliage plants and bedding plants. Global floral production value is estimated at US$55 billion. Tree nursery—the production of trees, shrubs and other hardy plants—is worth anotherUS$35 billion. But whereas cut flowers, cut foliage and flower bulbs are traded globally, mainly from south to north, more bulky live plants, such as potted plants and nursery products, are mainly traded regionally.

Although the Gujarat export sector is small, Navsari & Surat districts in South Gujarat have started exporting exotic flowers like the Hybrid Tea rose, Gerbera and Carnations and Japan & New Zealand have become a major destination. Most of the growers are small who have set up climate-controlled greenhouses in one acre of land. The returns are three time that of their traditional food crops.

India's floriculture exports have risen from $70 million 2014-2015 to $72

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- **Exports fall at fastest pace in 25 years in March amid Covid-19 outbreak:** India's exports contracted by 34.5 per cent in March, the steepest monthly fall in at least 25 years, as overseas demand remained lacklustre due to the coronavirus pandemic. This, coupled with trade demand remaining soft for months earlier, led to annual exports falling to $314 billion in 2019-20, 5 per cent lower than the $331 billion worth of shipments in the previous year. This is the first time in four years that annual exports have fallen. According to the data released by the commerce and industry ministry on Wednesday, exports stood at just $21.4 billion in March, as a massive broad-based decline plagued all major foreign exchange earning sectors. The latest blow cut short the government's internal target of $350 billion of outbound trade, which commerce department officials had been hopeful of crossing.

  All of the 30 major product groups recorded contraction in March, up from 14 in February. Engineering goods saw a 42.3 per cent contraction after 8.7 per cent rise in the previous month. The sector accounts for nearly one-fourth of the total foreign exchange earned through exports, and exporters have maintained that a lack of liquidity has crippled the sector. Readymade garments, the sector in which India's export competitiveness has steadily fallen over the past financial year, showed merchandise exported fell by 35 per cent in March. Compared to this, exports had seen just a marginal 0.35 per cent fall in February.

  Despite other major nations ordering major quantities of drugs and pharmaceuticals from India, exports went down by more than 22 per cent in March after a 8 per cent growth in February. The same was true for gems and jewellery which also slid by 41 per cent, higher than the 21 per cent contraction in the previous month.

- **'Exports can bounce back on graded exit from lockdown':** Restoring transportation, addressing labour shortage and liquidity in manufacturing sector are immediate concerns, says EEPC Chairman. Indian engineering exports can "bounce back" with "graded-exit" of the lockdown and a phase-wise resumption of manufacturing. Quicker resumption of economic activities will also help "garner confidence in international quarters" about India's resilience, according to Ravi Sehgal, Chairman, EEPC. Indian exports had a challenging 2019-20 to start with due to protectionist measures in major markets such as the US and Europe; a trade war between China and the US; and an overall slowdown in economic activity across select geographies. The coronavirus pandemic brought everything to a halt.

  At present, India is receiving only 20 per cent of its normal orders. Against an approximate $4-5 billion worth of monthly orders, present ones are hovering at around $1 billion, or a little more. There is also a probability that if resumption happens now there is a chance of reaching 50 -60 per cent operational levels by May-June. A very optimistic outlook, by market sources, is that there could be 70 per cent recovery in turnover by the end of this year, if economic activities resume. He added that by May first week, production is likely to resume across units (in green zones).Another burning issue is the immediate liquidity crunch that MSMEs face. Fixed costs like electricity charges and other expenses continue to recur. Staff salaries also need to be paid. Refunds also have to speed up.

- **SEZ, export-oriented units still await permits from states to resume operation:** Manufacturing units in Special Economic Zones (SEZs) and Export Oriented Units(EOUs) were not able to restart operations from 20th April as they did not receive permissions from authorities in the irrespective states, according to exporters. On April 15, the Home Affairs Ministry issued guidelines stating that manufacturing and other industrial establishments with access control are allowed in SEZs, EOUs, industrial estates and industrial townships after implementation of standard operating protocol for social distancing.

- **Fresh export orders for tea, basmati from Iran, China and Russia:** Iran, China and Russia have placed fresh orders for Indian black tea in the midst of theCovid19 outbreak, a boost for the domestic industry which has incurred losses of about100 million kg of teas owing to the lockdown. West Asian nations led by Iran have also placed orders for basmati rice, but traders are likely to miss the crucial Ramzan period, April 23-May 23, as it takes 40-45 days to ship the consignments.

GUJARAT TRADE NEWS

- **Coronavirus outbreak: Rs 1,000 crore of Gujarat's cotton yarn**

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exporters stuck: Nearly Rs 1,000 crore of Gujarat's cotton yarn exporters have been stuck due to closure of domestic and international courier services in wake of the outbreak of novel coronavirus pandemic. The exporters of yarn are finding it difficult to receive their money from buyers as they are not able to send documents related to Bill of Lading (BoL) to foreign banks (based in Mumbai) as well as to importers in different countries as courier services are closed since the announcement of nationwide lockdown. According to yarn exporters, after the dispatch of yarn shipment, it would take 12 to 14 days to prepare BoL Documents related to BoL are required to be presented before the bank.

- **Gujarat companies with export orders can start work in urban areas:** The Gujarat government on Thursday decided to allow export-oriented companies within the city limits who have export orders, to commence their businesses from April 25. Informing the media, Ashwani Kumar, secretary in the Chief Minister Office (CMO) said: "After issuing relaxations for the commercial and industrial units' activities in the areas outside cities to be resumed from April 20, the Gujarat Government now has decided to extend this relaxation in the city areas as well for the export oriented companies in the state." "From the 25th this month, the commercial activities of such export-oriented companies inside the city areas but outside the hotspots and containment clusters, can be resumed provided they have orders for export. "For this, the companies need to file an application to resume their works to the District Collectors. Also, these companies will have to follow all the guidelines regarding the Covid-19 lockdown," he added. The companies will have to ensure that none of its employees residing in hotspots/ containment areas come to the workplace. The units will also have to provide accommodation facilities for its workers and if not, then provide transportation facilities while maintaining social distancing.
- **COVID-19 crisis: Working capital crunch hits Gujarat ceramic cluster:** India's largest ceramic industry cluster, situated in and around Morbi town situated in the western part of Gujarat, wouldn't be able to start operations for at least a couple of months following severe working capital crunch and other issues, even after availing permission from the state government to start manufacturing activities."Nearly 900 units in and around Morbi town are closed even before the announcement of first phase of lockdown. Now the government is encouraging us to start production. But most of these units are facing scarcity of working capital as more than Rs 1,200 crore have been stuck since mid-March. We don't see any possibility of payment from different stakeholders in near future even if lockdown would be lifted," says Nilesh Jetparia, president of Morbi Ceramic Association, adding that in such critical situation, the industry would require some sort of package from banks to address the issue. Nearly 25% to 30% of the Morbi ceramic cluster's total production is being exported to over 170 countries across the world. Of the total export, nearly 35-40% is being exported to Middle-East countries. According to Sadsadia, due to holy month of Ramzan, markets in Muslim-dominated countries would remain close till May 25, 2020. Against the annual turnover of around Rs 45,000 crore, the cluster's value wise exports stands at approximately Rs 13,000 crores.
- **Gujarat pharma hub hit by near-zero exports:** With the government asking the companies to operate with only 50 per cent staff strength, and exports dipping to almost zero, the truck and bus drivers idling at the petrol pump say they hardly have any work now."The number of trucks plying here have fallen by more than 70 per cent. This is because exports are almost at a standstill and the pharma companies are now catering only to the domestic market. Raw material from other states are also not coming as often as they used to," says Kalubhai Damor, a driver for one of the big companies in the pharma Special Economic Zone (SEZ) in Changodar.

  "All our plants are functional to ensure that the essential requirements are met. We are taking all precautions as per the government and Indian Pharmaceutical Association guidelines. The plants are operating with minimal manpower to prevent overcrowding. Wherever possible, we are ensuring the delivery of medicines to the stockists. One of the initial challenges we faced was the availability of drivers and loaders, but things have improved gradually," says KVR Sarma, vice-president and head-supply chain, at Cadila Pharmaceuticals Ltd (Zydus Cadila).

  Though the pharma industry is coping with the lockdown by focusing on the domestic market, the sourcing of raw materials has become an issue.

- **WTO and IMF heads call for lifting trade restrictions on medical supplies and food:** As our members grapple with their response to the global health and economic crisis, we call for more attention to the role of open trade policies in defeating the virus, restoring jobs, and reinvigorating economic growth. In particular, we are concerned by supply disruptions from the growing use of export restrictions and other actions that limit trade of key medical supplies and food.

  Trade has made cutting-edge medical products available throughout the world at competitive prices. Last year global imports of crucial goods needed in the fight against COVID-19, such as face masks and gloves, hand soap and sanitizer, protective gear, oxygen masks, ventilators, and pulse oximeters, totalled nearly $300 billion. Recognizing the importance of this trade, governments have taken dozens of measures to facilitate imports of COVID-related medical products—cutting import duties, curbing customs-clearance processes, and streamlining licensing and approval requirements.

  We welcome these actions. Accelerating imports of critical medical supplies translates into saving lives and livelihoods. Similar attention should be paid to facilitating exports of key items like drugs, protective gear, and ventilators. Anticipating governments' need to address domestic crises, World Trade Organization (WTO) rules allow for temporary export restrictions "applied to prevent or relieve critical shortages" in the exporting country. We urge governments to exercise caution when implementing such measures in the present circumstances.

- **World trade to decline 13-32% in 2020, says WTO:** The decline in world trade due to Covid-19 will likely exceed the trade slump brought by the global financial crisis of 2008 09, the World Trade Organization (WTO) saidon Wednesday, with merchandise trade expected to decline 13-32% in 2020 due to theCovid-19 pandemic. "These numbers are ugly – there is no getting around that," said WTO Director-General Roberto Azevêdo.

  For 2021, the organisation has forecast a rebound in global goods trade between 21-24%, depending largely on the duration of the coronavirus outbreak and the effectiveness of policy responses. Estimates of the expected recovery in 2021 are equally uncertain, it said. WTO economists believe the decline will likely exceed the trade slump brought on by the global financial crisis of 2008 09 as restrictions on movement and social distancing to slow the spread of the disease mean that labour supply, transport and travel are "today directly affected in ways they were not during the financial crisis". Whole sectors of national economies have been shut down, including hotels, restaurants, non-essential retail trade, tourism and significant shares of manufacturing.

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million in 2015-16 according to APEDA which rose to Rs. 571.38 Crores/81.94 USD Millions in 2018-19. The major importing countries were United States, Netherlands, United Kingdom, Germany, and United Arab Emirates. There are more than 300 export-oriented units in India. More than 50% of the floriculture units are based in Karnataka, Andhra Pradesh and Tamil Nadu. With the technical collaborations from foreign companies, the Indian floriculture industry is poised to increase its share in world trade. In world trade, this is a negligible amount and with FTAs with Korea and Japan, we should be able to export more. The Indian Government has given floriculture a 100% export-oriented status, thus encouraging commercial floriculture activities. According to APEDA commercial floriculture has higher potential per unit area than most of the field crops and is therefore a lucrative business. With sustained efforts, Gujarat with its varied climate and closer to western ports and airports can also become a major exporter of floriculture products.

Job Announcements on AMA Notice Board

Ahmedabad Management Association (AMA) has been making its Notice Board available for announcement of Job Openings in various companies since a number of years now, acting as a facilitator for both the employment providers and employment seekers. This facility of displaying the Job Opening is made available free of cost and the sole motive is employment generation.

The Job provider gets to announce his/her vacancy in varied field at no cost.

The vast majority of AMA facility users get to view these advertisements and explore these opportunities thus getting the right candidates in the right fit - creating employment.

The posting would be for a fixed duration of 15 days and would be removed automatically thereafter unless the organization request for a re-posting.

AMA's role would be limited to posting of the vacancy for viewers at AMA Complex.

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