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

ON CAMPUS

AHMEDABAD MANAGEMENT ASSOCIATION®

HOW EXPORTERS CAN ENTER PREMIUM EUROPEAN MARKETS

SUMMARY

Europe continues to be one of the world's most attractive destinations for exporters seeking long-term growth, premium pricing, and globally recognized customers. However, succeeding in European markets requires much more than offering a quality product. Buyers today expect compliance with stringent regulations, sustainability, consistent quality, transparent business practices, and suppliers who can create long-term value.

This program is designed to help exporters understand what distinguishes successful suppliers in Europe's premium markets. Participants will learn how to identify high-potential European countries, position their products effectively, connect with the right buyers, and develop a strategic roadmap for sustainable market entry.

Rather than focusing on export documentation and procedures, this session emphasizes strategy, market intelligence, buyer acquisition, competitive positioning, and long-term relationship building—the critical factors that determine export success in Europe.

CONTENTS

- Why Europe remains a high-value export destination
- Market selection strategies across the European region
- Premium positioning versus price competition
- Understanding EU regulations and buyer expectations
- Product differentiation and branding for European markets
- Identifying reliable buyers and distribution partners
- Effective B2B outreach and relationship-building strategies
- Trade fairs, digital platforms and marketing tools

FOR WHOM

Business Owners, Exporters, Traders, Marketing Managers, International Business Managers, Export Managers & Executives, Management Students & Faculties

DATE & TIME : **Saturday, August 22, 2026 | 2.00 PM to 5.00 PM**

PROGRAMME FEE : **Rs. 500/- (including 18% GST)**

FACULTY : **Mr. Chetan Bhojani** - Founder & Director, Add Value Consultants, is a Management Consultant with over 27 years of experience in Global Business Management, and International Business Development. He has guided numerous organizations in business growth, strategic planning, global market expansion, and export development. He is a regular Speaker on International Business and Global Business Management Practices.

ISO 9001:2015 CERTIFIED

For enquiries and nominations, please reach us at:
AHMEDABAD MANAGEMENT ASSOCIATION
AMA Complex, ATIRA Campus, Dr. Vikram Sarabhai Marg,
Ahmedabad 380 015.
www.amaindia.org ama@amaindia.org
079-26308601 / 02 Mobile: 7203030990

Scan this QR Code