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

ON CAMPUS

AHMEDABAD MANAGEMENT ASSOCIATION®

STRATEGIC EXPORT PLANNING FOR BUSINESSES

SUMMARY

In today's rapidly changing global business environment, exporting is no longer an opportunity reserved for large corporations. With the right strategy, not just the large size corporate but even MSMEs and growing businesses can successfully enter international markets, diversify revenue streams, and build sustainable long-term growth.

This session is designed to help entrepreneurs, business owners, senior executives, and export professionals develop a structured approach to international business expansion. Rather than focusing only on export procedures, the programme emphasizes strategic decision-making—from identifying the right markets and selecting ideal buyers to building an effective market entry plan and minimizing business risks.

CONTENTS

- Global export opportunities and emerging markets
- Market selection strategies
- Finding and reaching the right international buyers
- Building a competitive value proposition
- Digital tools for export market
- Export market positioning
- Developing a practical export growth roadmap

FOR WHOM

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

DATE & TIME : **Saturday, August 22, 2026 | 10.00 AM to 1.00 PM**

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

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:
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