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

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AHMEDABAD MANAGEMENT ASSOCIATION®

EXPORT PRICING & NEGOTIATION MASTERCLASS: HOW TO WIN ORDERS WITHOUT LOSING MARGIN

SUMMARY

Are you pricing your exports based on your cost—or
based on what the international market is willing to pay?

Many exporters calculate: Cost + Margin = Export Price

But international buyers don't buy based on your cost. They compare your price, competitors, quality, specifications, country of origin, service, delivery and overall value.

This practical workshop will help exporters understand how international markets influence pricing and how to develop a competitive yet profitable price strategy. Participants will learn how to research market prices, benchmark competitors, understand buyer price expectations, identify their product's value position, develop pricing strategies for different markets and negotiate without unnecessarily sacrificing margins.

CONTENTS

- Understanding International Market Pricing
- How to Discover the Market Price
- Understanding Your International Buyer
- Competitor Benchmarking & Price Positioning
- Understanding What the Buyer Is Willing to Pay
- Choosing the Right Pricing Strategy
- When the Buyer Says "Your Price Is Too High
- Negotiating Without Giving Away Margin

FOR WHOM

Export Managers, Marketing Managers, Business Owners, Traders and Exporters, Faculties and Management Students

DATE & TIME : **Saturday, October 10, 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

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