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

ON CAMPUS

Celebrating 70 AMAzing Years

AHMEDABAD MANAGEMENT ASSOCIATION®

EXPORT STRATEGY - MARKET SELECTION & FINDING FOREIGN BUYERS

STRATEGIC SELECTION OF MARKET

- How to select Export market for the product.
- What are the factors affecting market / country selection.
- How do I know whether your product requires any permission / license from Govt. of India.
- How to find Export Import statistics – actual export / import of my product from India
- What is Export Promotion Councils and how it assists any exporter.
- How do I know about any government incentive schemes offered for my product
- What is Free Trade Agreements and how it practically helps an Indian Exporter

IDENTIFICATION OF FOREIGN BUYER

- What are the major sources to find a genuine buyer
- How trade fairs / exhibitions assist
- How do I know the import duties on my product in foreign country / market
- How Indian Embassy assists an Indian Exporter
- How to calculate export prices and decide upon the payment terms
- How to make an effective communication / correspondence to buyers
- How to prepare a buyers` database
- How to send product samples to my prospect buyer

FOR WHOM

Entrepreneurs, SMEs, Exporters, Start-up Founders, Export Managers, Business Development Professionals, International Business Students

DATE & TIME : **Saturday, October 31, 2026 | 10.00 AM to 5.00 PM**

PROGRAMME FEE : **Rs. 1,000/- (including 18% GST) (Lunch & refreshments included)**

FACULTY : **Mr. Ankit Majmudar** is Founder of Global Business Solutions. He is an International Business Consultant and assists his clients to explore the global opportunities. He has 20+ years of experience and has travelled to 20+ countries across EU, South America, South East Asia, Middle East and Africa.

ISO 9001:2015 CERTIFIED

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