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

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AHMEDABAD MANAGEMENT ASSOCIATION®

FINDING THE RIGHT INTERNATIONAL BUYERS: BEYOND GOOGLE & B2B PORTALS

SUMMARY

Finding international buyers is no longer about simply searching Google or posting products on B2B portals. The real challenge for exporters is to identify the right buyers, verify their credibility, understand their buying potential, and approach the right decision-makers.

CONTENTS

- Define their Ideal International Buyer Profile
- Discover buyers beyond Google and B2B portals
- Use import/shipment intelligence for buyer identification
- Find prospects through trade fairs, associations, and industry networks
- Use LinkedIn for buyer and decision-maker research
- Verify and qualify potential buyers before investing sales effort
- Identify the right person to approach within a target company
- Build a structured International Buyer Database
- Develop a practical buyer outreach approach
- Create a repeatable Buyer Discovery → Qualification → Outreach process

FOR WHOM

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

DATE & TIME : **Saturday, October 10, 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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