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

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AHMEDABAD MANAGEMENT ASSOCIATION®

EFFECTIVE COMMUNICATION & NEGOTIATION IN INTERNATIONAL TRADE

SUMMARY

Effective communication and negotiation play a vital role in establishing trust, securing profitable export orders, and building long-term international business relationships. Differences in business culture, communication styles, expectations, pricing, payment terms, and delivery commitments can create challenges during cross-border transactions. This session explores practical communication and negotiation techniques to help exporters handle buyer enquiries, present commercial offers, negotiate favourable terms, resolve objections, and maintain professional relationships across international markets.

CONTENTS

- Fundamentals of Professional Communication in International Trade
- Understanding Cross-Cultural Communication & International Buyer Behaviour
- Negotiating Prices, Payment Terms, Incoterms® & Delivery Commitments
- Handling Buyer Objections, Difficult Conversations & Closing Deals
- Q&A Session

FOR WHOM

Exporters, Merchant Exporters, Export Sales Professionals, Business Development Managers, Entrepreneurs, Export Managers

DATE & TIME : **Friday, November 20, 2026 | 10.00 AM to 1.00 PM**

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

FACULTY : **Ms. Nehal Tanna** is Founder & Director at Tanimex International, International Business Expert & Consultant, PGDM and Alumni of World Trade Institute (Mumbai)

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For enquiries and nominations, please reach us at:
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