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

ON CAMPUS

Celebrating 70 AMAzing Years

AHMEDABAD MANAGEMENT ASSOCIATION®

EXPORT MARKET SELECTION MASTERCLASS - WHICH COUNTRIES SHOULD YOU TARGET FOR YOUR PRODUCTS?

SUMMARY

Choosing the right export market is a critical business decision. A large market does not necessarily mean a profitable opportunity, and targeting too many countries can spread sales efforts and resources too thin.

This practical masterclass will help participants identify promising export markets for their products, evaluate country-level opportunities and prioritize markets based on demand, competition, accessibility and business potential.

CONTENTS

- Identify countries with genuine demand and commercial potential for their products.
- Evaluate markets using import trends, competition, buyer potential and market accessibility.
- Understand the difference between an attractive market and a market they can realistically enter.
- Compare potential export destinations using a structured market selection scorecard.
- Develop a focused shortlist of priority markets for further research and buyer identification.

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

DATE & TIME : **Saturday, November 28, 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:
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

Scan this QR Code