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

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AHMEDABAD MANAGEMENT ASSOCIATION®

FROM COMMODITY TO PREMIUM - HOW INDIAN BUSINESSES CAN BUILD HIGHER-VALUE EXPORT BUSINESSES

SUMMARY

Many Indian exporters compete in international markets primarily on price. When buyers perceive products as interchangeable, price becomes the main basis for comparison, putting pressure on margins and limiting business growth.

But how can an Indian business move beyond price competition and create greater value for international buyers?

This practical session will help participants identify opportunities to differentiate their existing products, understand what international buyers value and develop strategies to position their businesses for higher-value export opportunities.

The focus will be on practical approaches to product differentiation, value positioning and commercial strategy that businesses can apply without necessarily making major investments in new products or technology.

CONTENTS

- Understand why products become commodities in the eyes of international buyers.
- Identify the factors that influence buyer willingness to pay beyond the lowest price.
- Discover opportunities to differentiate products through quality, specifications, customization, service and reliability.
- Develop a stronger value proposition for selected international buyer segments.
- Identify practical opportunities to improve export margins and reduce dependence on price discounts.

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

DATE & TIME : **Saturday, November 28, 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

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