Industries Commissionerate,
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GoG-AMA Centre for International Trade

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HOW EXPORTERS CAN USE AI AS A COMPETITIVE ADVANTAGE

SUMMARY

Artificial Intelligence is no longer a futuristic concept, it is already reshaping how global trade operates. From identifying buyers to forecasting demand and automating communication, AI enables exporters to work smarter, faster, and more efficiently. This session focuses on how exporters -especially MSMEs can practically leverage AI tools to gain a competitive edge without heavy investment.

CONTENTS

- Understanding AI in the Context of Export Business
- AI for Market Research & Product Selection
- AI Tools for Buyer Identification
- Automating Communication, Documentation & Operations
- Q&A Session

FOR WHOM

Entrepreneurs, Exporters, MSMEs, Start-up Founders, Export Managers, Students of International Business

DATE & TIME : **Thursday, October 29, 2026 | 2.00 PM to 5.00 PM**

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

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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