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

ON CAMPUS

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AHMEDABAD MANAGEMENT ASSOCIATION®

INCREASING EXPORTS THROUGH WEBSITE, TRADE FAIRS & EXHIBITIONS

SUMMARY

As a part of selecting potential markets and identifying buyers, it is very essential to understand the importance of International Trade Fairs / Exhibitions. The idea is to strategically select relevant trade fairs that offers potential buyers in that market. Further, it is also very important to understand – how a company`s website assists in global market. Apart from website designing, it is very important to know – how to communicate with the right content. This is because a website is the representative of one`s products, company, business in the foreign / potential country.

This program will be highly relevant and useful for Exporters, Importers, MSMEs, Industries, Woman Entrepreneurs and all the aspirants for international trade.

CONTENT

(A) Trade Fairs & Exhibitions

- How to select a potential market / country for your product
- How to search for relevant international trade fairs / exhibition in the selected market
- How to prepare for attending / participating in trade fair
- How to contact exhibitors / prospect buyers in the country
- How to increase foot falls at your booth / stall
- Checklist for visiting / participating an international trade fairs

(B) Website Content Development

- What is the preferred layout for your website
- What should be the key contents of website
- Dos & Don'ts for the website

DATE & TIME : **Saturday, November 21, 2026 | 10.00 AM to 1.00 PM**

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

FACULTY : **Mr. Ankit Majmudar** is the Founder of Global Business Solutions and he assists his clients to explore the global opportunities. He has 20+ years of experience and has travelled to 20 + countries across EU, South America, South East Asia, Middle East and Africa.

ISO 9001:2015 CERTIFIED

For enquiries and nominations, please reach us at:
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