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

ON CAMPUS

Celebrating 70 AMAzing Years

AHMEDABAD MANAGEMENT ASSOCIATION®

INTERNATIONAL BUYER ACQUISITION FOR EXPORTERS

SUMMARY

Finding the right international buyers is essential for building a sustainable export business. However, successful buyer acquisition goes beyond collecting contact details or sending introductory emails. Exporters need to identify the right markets, profile potential buyers, develop targeted outreach strategies, build credibility, and systematically convert enquiries into business opportunities. This session focuses on practical methods for discovering, approaching, qualifying, and converting international buyers into long-term customers.

CONTENTS

- Identifying Target Markets & Ideal International Buyers
- Buyer Discovery Channels, Databases & Lead Generation Tools
- Buyer Profiling, Qualification & Export Readiness Assessment
- Effective Outreach, Follow-ups & Converting Leads into Orders
- Q&A Session

FOR WHOM

Exporters, Merchant Exporters, MSMEs, Export Start-up Founders, Business Development Professionals, Export Sales Teams, International Marketing Professionals

DATE & TIME : **Thursday, November 19, 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)

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