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

ON CAMPUS

Celebrating 70 AMAzing Years

AHMEDABAD MANAGEMENT ASSOCIATION®

PREPARE YOUR EXPORT PROPOSAL EFFECTIVELY

SUMMARY

If you are in the export business, you need to let potential clients know how valuable your products and services can be to them. Of course, you will want a website and paper advertising to attract attention, but to get work contracts, you need to understand how to create an export proposal. An export proposal is more than just a price quote or a brochure, and needs be targeted to the specific client's needs and should explain in detail what you have to offer and how it will benefit the client. This workshop is the ideal start for you to grow your exports with a strategic step.

CONTENTS

- Overview of the proposal process
- Managing the proposal as a project
- Pre-writing (analysis) of your proposal
- Creating a 'winning & effective' proposal
- Proposal structure and design
- Presenting the content
- Core components of an effective proposal
- Proposal editing and review

FOR WHOM

The workshop will benefit all executives and staff from Sales, Purchase, Marketing, Logistics, Distribution (direct or channel), Operations, Customer service, HR, Finance and Accounts from all types of export businesses. A must for first time exporters.

DATE & TIME : **Saturday, November 21, 2026 | 2.00 PM to 5.00 PM**

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

FACULTY : **Mr. Dharmendra Joshi,** Founder, Growth Associates is a Trainer, Export Strategy Consultant and Organization Development Consultant. He holds BE (Chemical) and PGDM. He has conducted a large number of training programs for reputed organizations like Bhaskar Group, Idea Cellular, L&T Finance Ltd, SGS India Ltd, BASF Ltd, Southern Gujarat Chamber of Commerce & Industry and many more. He was associated with Vatva Industries Association as Secretary and Vice President in the past. He is currently associated as Freelance Advisor with PHD Chamber of Commerce & Industry (Gujarat State Chapter).

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For enquiries and nominations, please reach us at:
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