Industries Commissionerate,
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THE 10 DECISIONS THAT ACTUALLY WIN INTERNATIONAL BUYERS

SUMMARY

Winning international buyers is not just about having the right product or offering the lowest price. Buyers evaluate multiple factors before choosing an overseas supplier, including credibility, product positioning, pricing, responsiveness, quality, compliance, communication, logistics, and the overall ease of doing business. This session explores ten critical decisions that can significantly influence how an exporter is perceived and selected by international buyers.

CONTENTS

- Understanding International Buyer's Decision-Making Process
- Buyer's Mindset
- Product Value Proposition & Commercial feasibility
- Communication, Responsiveness & Follow-ups
- Q&A Session

FOR WHOM

Entrepreneurs, Exporters, MSMEs, Start-up Founders, Export Managers, Business Development Professionals, Sales & Marketing Professionals, International Business Students

DATE & TIME : **Friday, October 30, 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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