Industries Commissionerate,
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GoG-AMA Centre for International Trade

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AHMEDABAD MANAGEMENT ASSOCIATION®

THE ART OF PROCUREMENT FOR MERCHANT EXPORTERS

SUMMARY

Procurement is one of the most critical functions for merchant exporters, as product quality, sourcing costs, supplier reliability, and delivery timelines directly influence export profitability and buyer satisfaction. Unlike manufacturers, merchant exporters depend on external suppliers and must balance competitive pricing with quality standards, compliance requirements, and timely execution. This session explores practical procurement strategies to help exporters identify reliable suppliers, negotiate better terms, manage risks, and build a sustainable sourcing network.

CONTENTS

- Understanding Procurement Strategy for Merchant Exporters
- Supplier Identification, Evaluation & Vendor Development
- Cost Negotiation, Pricing Analysis
- Quality Control, Supplier Risk Management & Procurement Planning
- Q&A Session

FOR WHOM

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

DATE & TIME : **Thursday, November 19, 2026 | 10.00 AM to 1.00 PM**

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

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:
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

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