



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



Programme on

# Generating an Export Enquiry and follow-up

Saturday, June 17, 2017 - 9.30 a.m. to 5.00 p.m

Venue: Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

- Objective** : The objective of this one day seminar is to acquaint the participants with the knowledge and process involved in generation of an export enquiry , its follow-up and converting enquires into order.
- For Whom** : The program would be of use and interest to all new entrants into export business, exporters, Professionals for all those contemplating export business.
- Contents** : • Organising and Registration Process for Export.  
• Familiarizing with Export Concepts.  
• Determinants of Identification of Export Product.  
• Identification of Export Market – Determinates.  
• Sources of Market Information and Keys to selecting markets abroad.  
• Process of generation of enquiries.  
• Responding to enquiries – Essentials.  
• Seeking Information from the enquirer.  
• Process of follow-up on enquiries.  
• Pricing of Export Product.  
• Converting enquiries in to Order.  
• Miscellaneous.
- Faculty** : **Mr. S.M. Chaturvedi**, Legal Corporate Advisor, Export-Import. Over 15 years of corporate experience as Secretary, Manager & Executive Director with leading Public Ltd. Companies and over 28 years of consulting experience.
- Fee** : Concessional fee of Rs.1000 per participant. Fee includes course fee, cost of reading materials, lunch and refreshments. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

## Generating an Export Enquiry and follow-up

June 17, 2017

**Registration Form:** Please fill-in and return this form along with participation fee to:  
Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015,  
Phone: 079-26308601-5 • Mobile: 9537407187, 7069940917 • E-mail: ama@amaindia.org  
Website: www.amaindia.org • Android Mobile Application: AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	_____
2.	_____
Organisation:	_____
Address:	_____
	Pin Code: _____
Phone:	Mobile: _____
E-mail:	<input type="text"/>