



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



## Seminar on **How to Calculate Export Price**

**Friday, June 16, 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

**Rationale :** It is observed that exporters having good export product and prepared to offer competitive price either end up in loosing export order or are left with loss of profit while quoting price. The reason under both the circumstances is lack of knowledge on pricing methodology for export.

The concept of cost based pricing as applicable in domestic market does not apply in International Market, where prices are fixed by the buyer. Therefore with reference to export always expression **Export Pricing is Used instead of Export Costing.**

**Objective :** The objective of this 1 day program is to acquaint the participants with the method of export pricing with reference to Indian Context.

**For Whom :** The program would be of use and interest to all exporters, Professionals involved with international business as well as aspiring exporters.

**Contents :**

- Concept in Export Pricing
- Advance Authorization – Duty Free Authorization
- Duty Drawback
- MEIS Scheme
- 3 % Interest Equalization Scheme
- Determinants in Export Pricing
- Consolidated Pre – Post Export Incentives
- Study of Cost Sheet for Export
- Miscellaneous
- Question – Answer

**Faculty :** **Mr. S.M. Chaturvedi**, Legal Corporate Advisor, Export-Import. Over 16 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.'

### **Programme on How to Calculate Export Price**

**June 16, 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

<b>Name(s)</b>	<b>Designation:</b>
1. _____	_____
2. _____	_____
<b>Organization:</b> _____	
<b>Address:</b> _____	
<b>Pin Code:</b> _____	
<b>Telephone(s):</b> _____	<b>Mobile:</b> _____
<b>E-mail:</b> <input type="text"/>	