



In partnership with Kolkata Branch Secretariat,
Ministry of External Affairs, Government of India

presents

**BUILDING GLOBAL CAPABILITIES FOR
INTERNATIONAL TRADE WITH
SOUTH AND SOUTHEAST ASIA**

Focus : Capacity building of Exporters and Regional Partnerships for priority Sectors

Date: 8th Jan 2026, Venue: Hotel Taj Taal Kutir, Kolkata



BACKGROUND

India's position in global trade and investment has evolved significantly over the last few decades, transforming into one of the most dynamic economies in the world. As the fifth-largest global economy and one of the fastest-growing major economies, India stands at the intersection of global trade. Its strategic location, demographic dividend, and robust policy reforms make it a pivotal player in international markets.

Export-led economic growth model is imperative if India must achieve growth, create employment opportunities, and increase per capita income. The diversification of exports is crucial for balanced economic growth and is vital to guarantee long-term sustainability and overall economic welfare of the nation. The diversifying export earnings are seen as the key driver of employment and poverty eradication.

Building the capacity of exporters is crucial for achieving export-led economic growth. This involves improving their skills, knowledge, and resources to enhance their ability to compete in global markets and increase exports. Awareness of Global level standards and certifications is also important. Our export basket is predominantly traditional and does not comprise cutting-edge products. As much as 70% of India's exports target 30% of world trade comprising items with a declining global share. The need is to promote our domestic manufacturing industry to drive exports and growth. Several important policies have been taken in this regard over the past few years.

India has pursued an export-led growth model, relying on international trade to drive economic development. This strategy, characterized by high export growth, has indeed been a significant factor in India's overall economic growth, making it an exemplar of this model. However, the model's effectiveness and sustainability are subject to ongoing debate, with some arguing that India has not fully replicated the success of other East Asian countries in this area

ASEAN is India's fourth-largest trading partner, and the bilateral trade has seen substantial growth. The ASEAN-India Free Trade Area (AIFTA) has further boosted trade and investment. Emerging sectors like renewable energy, critical minerals, and cross-border e-commerce offer new avenues for collaboration.

South and Southeast Asian Countries have strong ties with India and **eastern and northeastern part of India**.

There is a need to further work towards strengthening the capacity of our exporters to enable understanding of global markets and to be globally competitive. In this regard ASSOCHAM is hosting a day long conclave at Kolkata to strengthen the capacity of companies and businesses from the region to contribute significantly.

The expected outcomes from the program are:

- Enable enterprises, understand regional and global market requirements, opportunities and challenges.
- Priority Sectors and working towards global value chain partnerships.
- Increase international competitiveness of local enterprises for exports
- Generate support for stakeholders in taking a strategic approach to exports development.
- Thoughts on reassessing the models and incorporating stronger domestic markets

PROGRAM OBJECTIVE

- Development of new capacities and enhance the competencies of the export community.
- Increasing the competitiveness of the value chain to obtain national and international standards and quality certification
- Mapping Sectors and Countries for understanding sustainable trade policy frameworks and processes
- Place the private sector at the center of efforts to build a trade policy process
- Provide understating of institutional support in terms of resources, incentives and knowledge of trade issues to undertake trade capacity building activities.

THEMATIC SESSIONS

1. **Session I** - Interaction with Indian Mission Abroad, titled '*Bilateral and Regional Trade & Investment Treaties, Opportunities of exports & Common Challenges*'
2. **Session II** - Opportunities for Value Added Products and Services, Quality and Innovation
3. **Session III** - CEOs Roundtable on 'Export Logistics, Trade Cargo and Documentation, Infrastructure and Connectivity'
4. **Session IV** – Success Stories

Past Events

Kolkata Program in partnership with Branch Secretariat Kolkata, MEA



Inaugural Session Address by then Hon'ble MoS at Past Program (Up)

West Bengal Industries Secretary addressing the audience (down)





Sit Down discussion on Trade issues with Hon'bel Minister (Up)

JS MEA along with Chief Secretary Assam , interaction with women entrepreneur (down)

