



Supported by Ministry of External Affairs, Govt of India

Tri Series

Workshop

Capacity Building of Manufacturer Exporters for Enhancing Exports

1st of Series : Kolkata| India , 23rd and 24th August 2023



BACKGROUND

The gains to an economy from engaging in international trade are well established. The world is witnessing a pickup in global trade; the globalization of the world economy has led to ever-growing interactions between businesses. A growing number of emerging market economies have already benefited greatly from globalization. The ability of enterprises in these countries to trade internationally depends increasingly more on their ability to enter into global value chains. Thus, enhancing the capacity of businesses to participate in global trade is becoming increasingly critical for all.

Export-led economic growth model is imperative if India must achieve sustained double-digit growth, create mass 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 is seen as the key driver of employment and poverty eradication.

Recently launched, India's new foreign trade policy is positive, and has set a stage for exporters to increase the country's share in global trade. Along with policy support there are other challenges such as finding ways to overcome trade capacity gaps, negotiate effectively and credibly, implement trade agreements

In this regard ASSOCHAM in partnership with Ministry of External Affairs, Govt of India is hosting series of workshop for Indian exporters from the region to building up their capacity for active participation in Global Value Chain.

The expected outcomes of the Workshop will be as under:

- Generate support for stakeholders in taking a strategic approach to exports development
- Enable enterprises, the Government, and sector-related institutions to better understand regional and global market requirements, opportunities and challenges; and
- Improve capacities of enterprises
- Increase international competitiveness of local enterprises for exports



DELEGATE PROFILING

Attendee Size: 80-100 Guests

Attendee Background: Manufacturer Cum Exporters/ Trade Exporters

Pre requirement of Workshop: Knowledge of computers, some idea of exports

Sectors: Engineering Goods, Agro Food Processing, Textile and allied sectors

Program objective is to enhance capacity of Indian companies keen to export and build international presence.

Several of our invited guest shall speak on various topics such as –

- Sharing knowledge on International Trade, FTAs, and other trade pacts
- Regulations and Compliances, Documentations, and packaging
- Marketing research and global partnerships
- Provide understating of institutional support in terms of resources, incentives, and knowledge of trade issues to undertake trade capacity building activities.
- Development of new capacities and enhance the competencies of the export community.