

WTC Navi Mumbai Repeats Export Workshop

World Trade Centre, Navi Mumbai repeated its successful workshop on “Success in Export Business” on 31st May 2018 at the WTC. Earlier workshop was organised towards end of 2017 and there was a positive response and interest in repeating the workshop.

WTC enlisted cooperation and support from the National Small Industries Corporation (NSIC) in organising this workshop. The event was participated by more than 50 exporters, importers, start-ups and businesses aspiring to get into the export market. The workshop focussed on the relevant topics such as export marketing, operational process, financial credits as well as supply chain and logistics.

The Chief Guest of the workshop/event was Mr. Abhay Daptardar, the Joint Director of MSME Development Institute based in Mumbai. Mr. Daptardar inaugurated the workshop and delivered an enlightening speech on how start-ups can establish themselves in the market and also about the economy and various government schemes. He also emphasized on the importance of export to the economy and encouraged the participants to establish and expand the exports, which is the need of the hour.

An important highlight of the day was the session that was conducted by guest speaker/ faculty Mr. Nakul Bagkar. He is an expert in export-import business sector with more than 20 years of industry experience. Mr. Nakul thoroughly discussed the complete process of exporting beginning from how to identify a suitable country or market for different products and how to identify a suitable product for different countries or markets for sending export consignment and receiving payments. He provided a brief and guidance on the whole process and what are the necessities or requirements for an entrepreneur or business to be successful in the export market.

Other Guest Speakers included Mr. Harshwadan Parikh, MD of HardChem Electronics Group shared his years of industry experience and knowledge in the import-export sector, especially in the area of trade promotion. The workshop was concluded by Mr. Jayesh Khade, Director of the Indo-Global Chamber of Commerce who shared his ideas on digital marketing and its importance in the modern age of business and the import-export sector.

Mr. Jayant Ghate, Advisor to WTC Navi Mumbai, while welcoming the participants provided details of how WTC's can help in getting buyers for export from India. He mentioned about the wide range of services and facilities available at WTC's and how to access these.

The workshop provided networking opportunities where the businesses could meet the industry experts to gain further knowledge and expand their business or get into the export market. The event was very successful and provided the businesses with the much needed opportunity to understand the current markets to grow their business.