

## **Tapping International Buyers for Export Business**

WTC Navi Mumbai jointly with Maharashtra Chamber of Commerce, Industry and Agriculture (MACCIA) organised the workshop on “Tapping International Buyers for Export Business” on 28th June 2018 at the WTC. More than 100 exporters, importers and startups participated in the workshop.

The Guests of Honour and Speakers were prominent people from the industry including, Ms. Shubhangi Tirodkar, Vice President of MACCIA and Ms. Swarn Lata, Executive Director of Asian Exporters Chamber of Commerce and Industry (AECCI) as well as experts on the subject.

Ms. Shubhangi gave a brief introduction about MACCIA’s role and explained how it assists businesses and start-ups through various services. Ms. Swarn Lata having years of experience in International Trade Promotion gave an insight about how companies can actually find international buyers; Emphasizing on the importance of Networking, having association with Trade Promotion Organisations and participating in several Expos, Events and Conferences. Ms. Swarn Lata also emphasised importance of soft skills such as Communication and Proper Interaction with the buyers so as to achieve success in export business.

The Guest Speakers also included Mr. Harshwadan Parikh, Managing Director of HardChem Electronics Group. Mr. Parikh being a marketing professional for several years shared his industry experience and explained the importance of Networking which is a very important in marketing. Ms. Mansi Bidkar, Managing Director of MELCON also shared her experience of procuring orders through exhibitions and conferences. Ms. Rupali Shrinivasan, an expert in Digital Marketing and E-commerce stated various benefits a business can obtain through the use of Social Media Marketing in this modern age of business. She also mentioned how Indian manufacturers can use large E-commerce platforms like Amazon to sell their products.

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

The workshop provided networking opportunities where the businesses could meet the industry experts to gain further knowledge and

get appropriate tips and guidance for finding international buyers for their export businesses. The event was very successful and provided the businesses with the much needed opportunity to understand the international buyers and enable to grow their export businesses.