

## **WTC Navi Mumbai EXIM Training at Alibaug**

WTC Navi Mumbai in cooperation with its member-associate Soham Group organised a special training program on “Export / Import Business “at the tourism hub of Alibaug town in Raigad District. As many as 60 participants from the business and industrial community from the region attended and derived benefits. The program was significant since it was for the first time such an event took place in Alibaug and everyone appreciated it. Mr. Patil General Manager of the District Industries Centre expressed his appreciation for WTC Navi Mumbai for this initiative.

Mr. Jayant Ghate WTC Advisor welcomed the participants and explained how WTC can help them in international business development. He identified Ten Commandments/Steps of Export Success and the ways in which WTC can be useful in each and every step. Mr. Abhishek Bhattacharya WTC Associate made a fine presentation on the WTCA and Role of WTC Navi Mumbai and encouraged the participants to become WTC Members.

Mr. Ghate took a special session on “Important Trends in International Trade “. He traced growth of world trade, trade components, sectoral changes, major markets / products and so on. He mentioned that share of agriculture is declining and that of manufactures is rising over the years. There are new additions like Services and Fuels in the trade sphere. He also touched upon India’s trade /exports, growth, etc. and highlighted where India stands today. He gave several examples of India’s export products and markets mix and underlined importance thereof.

Mr. Rahul Mazumdar of EXIM Bank of India covered the Role of EXIM Bank in Export Development. He mentioned about how the bank is helping the exporters in marketing their products in newly emerging markets and explained the bank portal services and benefits given to the new exporters.

Mr. Mihir Shah an Expert on Global Trade covered the important topics of International Marketing, Export / Import Documentation, Trade process, Precautions to be taken by the new exporters and so on. His address was lively and humorous and appreciated by one and all. He gave several examples of export successes and gave insights into how these were achieved.

Mr. Bhaskar Dastidar of Global Expo compeered the program and asked the participants feedback and response. Two NGOs from Mumbai exhibited their products like handicrafts, food items and imitation jewellery etc. Ms. Manjusha Parab Chief of Soham Group proposed vote of thanks.

The program provided networking opportunities to the participants and B2B meetings with the faculty / experts. Soham Group and WTC Navi Mumbai were also requested to consider organising the Export Exhibition for the region towards end of 2019 for benefit of the industry and business.