

## Export Opportunities and Challenges



WTC Navi Mumbai organised a Seminar on the theme "Export Opportunities and Challenges" on September 4, 2024, at TMIA, Navi Mumbai. Nearly 75 MSMEs attended the Seminar.

The session began with a welcome address by Mr. Jayant

Ghate, Advisor WTC Navi Mumbai. He provided a brief overview on the Trade and Investment Scenario amidst the political turmoil in the world as well as the bright growth of Indian Economy. He also highlighted the role of WTCA and the WTC Navi Mumbai in the arena of Trade and Investment.

The session featured a series of distinguished speakers, who made detailed presentations giving the participants their valuable insights. Mr. Harshwadan Parikh, Expert- International Trade and Marketing, highlighted the Practical Aspects of Exports, Aatmanirbhar Initiative, key trends of Indian Economy as well as Role of Trade Associations.

Mr. Dheeraj Kumar of ONDC, highlighted ONDC's crucial role in helping the startups in their export, diversifying value chains thereby, accelerating growth. ONDC facilitates greater interoperability across different platforms, making it easier for MSMEs & startups to connect with international buyers and sellers. This can help startups overcome the limited e-retail penetration in India.

Mr. Deepak Sharma, Vice President, Yes Bank, highlighted Yes Bank's role in supporting MSMEs in export financing through a range of services. They offer pre-shipment and post-shipment finance in both INR and foreign currency, helping businesses manage their cash flow before and after shipping goods. To mitigate currency risk, they provide hedging products. The bank also participates in the Interest Equalization Scheme, offering interest rate benefits

of 3% per annum for manufacturers and 2% per annum for traders on rupee export credit.

Mr. Virendra Gupte, Former Head Trade Services Tata International, elaborated on global market scenario like Global Business Environment, Indian Economy and Trade Scenario, Impact of Conflicts on Global Supply chain and other key Global Trends. He also highlighted the potential opportunities of Export sector wise as well as country wise. He also shed light on some key issues and ways to address them.

The Seminar ended with a Q and A session and lively discussion. To sum up, it was both an interactive and insightful session. The participants found the seminar extremely useful and had many interesting takeaways from their participation.