

Planning is Key for Success in Border-less World – WTC Navi Mumbai Seminar Concludes

WTC Navi Mumbai organised its second International Business Guidance Seminar on March 10. Theme of the seminar was “Vision 2025: Meeting Globalization Challenges in a Border-less World by Indian Companies during the Next Decade”.

“Planning is the key to successful operation in a globalized world” said Mr. Arun Sehgal, Chairman of CHEMPRO Group who was the Chief Guest and Mentor for the Seminar. In his presentation he identified several types of risks associated with the international business in future and provided solutions as how to overcome these. “Such risks will always be there, but important is commitment to go ahead with business development” he added. He cited several examples of his own pharma business and how he has developed it over the years to nearly Rs. 500 crores worth turnover today with exports to 50 countries.

Mr. Sehgal also expressed his views on how to start a successful startup. He advised the students to develop a good team, prepare a good business plan, evolve basic product / service and then approach customers for test marketing. “Money will always come ...externally or internally for really good ideas”.

Dr. R. Gopal Director of D Y Patil University School of Business Management made opening remarks. “While there are excellent opportunities for business growth” he said “One should be aware of challenges such as country’s environments, operational procedures, financial conditions and so on”. Dr. Nitin Parab CEO of Cross-link International also spoke at the seminar and highlighted importance of leadership in the businesses to emerge.

Mr. Jayant Ghatge Advisor to the WTC Navi Mumbai welcomed the guests and participants. He explained the role of WTC in promotion of international trade and investment and asked the participants to take advantage of WTC services such as trade information, trade education and trade missions that WTC Navi Mumbai plans to offer in the immediate future.

As many as 60 participants from industry / business and MBA students benefited by attending the seminar.