

## **WTC Navi Mumbai Seminar and MoU with DYPUSM**

WTC Navi Mumbai successfully organised a Seminar on the topic of “Global Marketing and Export Opportunities“ on August 30, 2016. The Seminar was attended by as many as 100 participants from industry, exporting community, start-ups as well as faculty and MBA students in Navi Mumbai region. The Seminar was organised in association with D Y Patil University School of Management (DYPUSM) and at the University Virtual Classroom.

Jayant Ghate, Advisor WTC NM welcomed the participants and explained the role of WTC NM in promoting the trade and investment of the region. He also mentioned that the WTC NM Membership was open and it gave access to the global network of WTCs. He expressed that the Seminar would be very useful in the context of declining trend of Indian exports and the increasing role of Ecommerce in export development.

Dr. R Gopal, Director of D Y Patil University School of Management inaugurated the Seminar and made opening remarks highlighting current business environments in India and export opportunities available . He identified important markets and products matrix and explained the strategy to exploit it in the short and long terms.

In his theme address, Virendra Gupte of Tata International underlined importance of Global Mindset to achieve success in globalisation. He also touched upon innovative approaches by businesses for globalisation. He cited several success stories and drew conclusions for the benefit of participants. Harshwadan Parikh of HardChem was other guest faculty and he provided insight into how exports operations take place in practice and role of important government agencies and trade promotion organisations in export development.

IDFC Bank Chief Manager Sameer Gupta also made a presentation of the Bank services for the benefit of the participants. He emphasized the role of technology and efficiency in the Bank operations and invited the participants to derive benefits thereof.

The Seminar deliberations were thought-provoking and inspiring to all the participants.

On this occasion the WTC NM and DYPUSM signed a Memorandum of Understanding (MoU) for cooperation in trade education activities in future.