

To  
All Members of EEPC India (ER)

Dear Sir/Madam,

**RESCHEDULED**  
**Half Day Training Programme on**  
**“Product Market Identification and Market Entry Strategies”**

This is to inform you that the **Half Day Training Programme on “Product Market Identification and Market Entry Strategies”** has been **RESCHEDULED** to **Friday, 24 May, 2019 at 3 pm** instead of **Friday, 10 May, 2019 at 3.00 pm**. The venue of the programme will remain same as EEPC India Office Premises, Vanijya Bhavan, 1/1 Wood Street, Kolkata 700016. The details of the training programme is as following.

***Training Programme***

This session will include the following:

- ✓ The trade data availability and use to short list countries for market identification and entry.
- ✓ Use of other tools to understand target foreign market for the product/ product of interest.
- ✓ Understanding importing intensities and export interest in different countries.

***Benefits you are getting***

- ✓ Ways to identify product /market fit.
- ✓ How to use different tools to identify market.
- ✓ You will be able to understand the new market entry strategies within the control of a chosen marketing mix
- ✓ Understanding the different forms of entry strategy, both direct and indirect exporting and foreign production, and the advantages and disadvantages connected with each method.

***Date, Time and Venue***

Date : Friday, 24<sup>th</sup> May, 2019  
Time : From 3 pm to 6.30 pm  
Registration : 2.30 pm  
Venue : EEPC INDIA Conference Room, 1/1 Wood Street, Kolkata – 700016

## **Profile of the Faculty**

Dr. Gautam Dutta, Professor & Head (MDP) at Indian Institute of Foreign Trade (IIFT), Kolkata, is an expert in International Marketing management and Strategy, Cross border trade, Entrepreneurship, Small business management and SME internationalization. He is a Ph.D. from Indian Institute of Technology, MBA, B.E. (Mechanical) and GCPCL from Harvard Business School.

## **Participation Fee**

To cover a part of the Administrative Costs, there will be a participation fees as follows:

For Members : Rs 1500/- plus 18% GST per participant  
For Non Members : Rs.2000/- plus 18% GST per participant

This Participation Fees will include costs to cover faculty charges, provision of course material, refreshments etc.

## **Payment Modes**

1. Through electronic transfer to:

Bank Name : INDIAN OVERSEAS BANK  
Bank Branch : International Business Branch, Kolkata 700016  
Account No. : 058501000073387  
Account Name : EEPC INDIA - ER  
Bank IFSC No. : IOBA0000585

2. Through DD or at par cheque in favour of "EEPC INDIA - ER", payable at Kolkata.

*# Please note that the confirmation of participation is subject to your payment in advance.*

## **Cancellation Policy**

The Fees once paid is non refundable, however, a change in the name of the participant will be allowed.

## **Last Date of Participation**

Last Date for registering at the programme is **15<sup>th</sup> May, 2019**. As we have Limited Seats, Registration will be on first come first serve basis.

## Programme Schedule

Time	Topic	Speaker
1430 - 1500 hrs	Registration	
1500 - 1505 hrs	Welcome Address	
1505 - 1630 hrs	<ul style="list-style-type: none"> <li>✓ Trade data availability and use to short list countries</li> <li>✓ Use of other tools to understand target foreign market for the product/product of interest</li> </ul>	Dr. Gautam Dutta Professor and Head (MDP) IIFT, Kolkata
1630 - 1645 hrs	Tea Break	
1645 - 1815 hrs	<ul style="list-style-type: none"> <li>✓ Understanding importing intensities and export interest in different countries.</li> </ul>	Dr. Gautam Dutta Professor and Head (MDP) IIFT, Kolkata
1815 – 1845 hrs	Open House Discussion	
1845 - 1850 hrs	Closing Remarks	
1850 hrs	Hi-Tea	

We request you to kindly send your confirmation in the attached Registration Form along with your payment to Mr Kousik Bhattacharjee, Executive Officer, EEPC India Regional Office at Vanijya Bhavan, 1/1 Wood Street, Kolkata 700016 or email the duly filled up Registration Form at [kbhattacharjee@eepcindia.net](mailto:kbhattacharjee@eepcindia.net).

For any further query please feel free to contact my colleague Mr Kousik Bhattacharjee at +91-7064182292.

Thanking you,

With best regards,

**Anima Pandey**  
Regional Director (ER) and Director (Membership)  
EEPC India

**Half Day Training Programme on  
“Product Market Identification and Market Entry Strategies”  
3.00 PM: Friday, 24 May 2019: The Assemblage, EEPC India, Kolkata**

**REGISTRATION FORM**

Our organization will be represented by:

	<b>Name</b>	<b>Designation</b>	<b>Mobile</b>
1.	_____	_____	_____
2.	_____	_____	_____

**Nominated by:**

Name : \_\_\_\_\_ Designation: \_\_\_\_\_  
Company : \_\_\_\_\_  
Address : \_\_\_\_\_  
: \_\_\_\_\_  
Tel : \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_  
E-mail : \_\_\_\_\_ Signature: \_\_\_\_\_

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