

To
All Members of EEPC India,
Eastern Region

Dear Sir/Madam,

**Training Programme on
"Entry into Export Market : Process and Documentation" &
Session on Export Finance Management &
Roadshow on Global Market Opportunities at IESS IX**

We are pleased to inform you that EEPC India, Eastern Region, in its continuous endeavor to enhance the skills of the exporters from the MSME sector of Eastern Region, is organizing a **Training Programme on "Entry into Export Market : Process and Documentation" & Session on Export Finance Management & Roadshow on Global Market Opportunities at IESS IX** on **Friday, 29th November, 2019** at Hotel Amit Park International, Bhilai, followed by Lunch.

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.
- ✓ Exports procedures and documentation

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.
- ✓ Understanding exports procedures and documentation.

Date, Time and Venue

Date : Friday, 29th November, 2019
Time : From 10.30 am to 3.30 pm
Registration : 10.00 pm

Venue : Hotel Amit Park International, 26, Shivnath Complex, G.E Road, Supela, Bhilai-490023

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 1000/- plus 18% GST per participant
For Non Members : Rs.1500/- plus 18% GST per participant

10% discount for 3 or more nominations

15% discount for 5 or more nominations

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 **22nd November, 2019**. As we have Limited Seats, Registration will be on first come first serve basis.

Programme Schedule

Time	Topic	Speaker
1000 - 1030 hrs	Registration	
1030 - 1035 hrs	Welcome Address	EEPC India Office Bearer
1035 - 1200 hrs	Session on "Entry into Export Market"	Dr Gautam Dutta Professor and Head (MDP), IIFT, Kolkata
1200 - 1330 hrs	Session on "Process and Documentation for entry into International Market"	Dr Gautam Dutta Professor and Head (MDP), IIFT, Kolkata
1330 - 1345 hrs	Open House Discussion	
1345 - 1415 hrs	Lunch Break	
1415 - 1430 hrs	Roadshow on Global Market Opportunities at IESS IX	EEPC India
1430 - 1445 hrs	Session on Insurance & Credit Risk Management	ECGC Ltd
1445 - 1500 hrs	Session on Export Finance and Trade Services	Bank
1500 - 1515 hrs	Session on "SME Funding: Role of Capital Markets"	National Stock Exchange Ltd
1515 - 1525 hrs	Open House Discussion	
1525 - 1530 hrs	Closing Remarks & Session Conclude	EEPC India Office Bearer

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.

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

**Training Programme on
"Entry into Export Market : Process and Documentation" &
Session on Export Finance Management &
Roadshow on Global Market Opportunities at IESS IX
29 November 2019: Hotel Amit Park International, Bhilai**

REGISTRATION FORM

Our organization will be represented by:

	Name	Designation	Mobile
1.	_____	_____	_____
2.	_____	_____	_____

Nominated by:

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

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