

Dear Sir/Madam,

**Training Programme on
"Entry into Export Market: Process and Documentation"
&
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" & Roadshow on Global Market Opportunities at IESS IX** on **Friday, 20th December, 2019** at 'Hotel Asansol International, 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, 20th December, 2019
Time : From 10.30 am to 2:00 pm
Registration : 10.00 am
Venue : Hotel Asansol International, (Hall – Legacy), G T Road, Murgasol, Asansol -713303

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 nominal participation fee, as follows:

For Non Members : Rs. 500/- plus 18% GST per participant

The Participation Fees will include costs to cover faculty charges, cost of venue, etc.

For Members of EEPC India, there are no participation charges, participation is free of cost.

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
Bank IFSC No. : IOBA0000585

2. Through DD or at par cheque in favour of "EEPC INDIA", 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 **17th December, 2019**. As we have Limited Seats, Registration will be on first come first serve basis.

Programme

Time	Topic	Speaker
1000 - 1030 hrs	Registration	
1030 - 1100 hrs	Welcome Address & Address on Global Market Opportunities at IESS IX	Mr. L P Gupta Convener, EEPC India, Asansol (West Bengal) Chapter Mr. Joy Chatterjee Asst. Director (ER) EEPC India
1100 - 1230 hrs	Session on "Entry into Export Market"	Dr. Gautam Dutta Professor and Head (MDP), IIFT, Kolkata
1230 - 1345 hrs	Session on "Process and Documentation for entry into International Market"	Dr. Gautam Dutta Professor and Head (MDP), IIFT, Kolkata
1345 - 1355 hrs	Open House Discussion	
1355 - 1400 hrs	Closing Remarks & Session Conclude	
1400 hrs	Lunch	

We request you to kindly send your confirmation in the attached Registration Form along with your payment to Mr Joy Chatterjee, Asst. Director, EEPC India, Regional Office, at Vanijya Bhavan, 1/1 Wood Street, Kolkata 700016 or email the duly filled up Registration Form to jchatterjee@eepcindia.net.

For any further query please feel free to contact my colleague Mr. Joy Chatterjee at +91-9830246945.

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" &
Roadshow on Global Market Opportunities at IESS IX
Friday, 20 December 2019: 10.30 a.m.: Hotel Asansol International, Asansol

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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