

To,  
All Members of EEPC INDIA

**15 DAYS CERTIFICATION PROGRAMME IN FOREIGN TRADE**  
**Starting from 14<sup>th</sup> September to 30<sup>th</sup> September 2020**  
**Monday - Saturday**  
**2:30 pm to 4:30 pm (2 hrs every day)**  
**Venue : Zoom Meeting**

We feel great pleasure to inform you that for the benefit of its members, EEPC INDIA regularly organizes a series of training programmes on different topics taking into consideration the current scenario in International Trade.

In the modern competitive world, Goods and Services are sourced across the Globe. The International purchasers are highly Price sensitive and are certainly not Quality insensitive. This ever pressing demand has effectively resulted in most international suppliers decreasing their prices & enhancing the Quality. Thus Price and Quality which were regarded as two significant parameters to sustain & promote International trade have been corrected by Suppliers across the world to the beneficial Advantage of purchasers.

In this connection, EEPC INDIA, Mumbai is organizing **15 days** Certification Programme in Foreign Trade which will be conducted by various faculties' experts in their respective field (profile enclosed). Timing would be 02.30 pm – 04.30 pm Over ZOOM Meeting. Joining Link will be provided to the confirmed participants.

This Programme is comprehensive yet compressed conceptualized treatise on all aspects of International Trade covered in five different modules.

This Programme will give a bird's eye- view of all practical aspects required to be used while trading globally. Although the modules are stand alone coverage of different aspects of international trade, the interlinks of the module enables the participants to understand global trade holistically right from a product or service in hand passing to the overseas market through the process of activities required to be efficiently and effectively carried out with government authorities; Primarily Finance ministry (customs), Commerce ministry (DGFT) and Transport ministry (Port, shipping and logistics).

**The five modules shall be phased out as per convenience of participants and after the programme, certification would be provided to the participants. The certificate programme in foreign trade is aligned with the National concept of 'MISSION – SKILL INDIA'.**

**Participation Charges:**

	<b>Fees per Participant</b>	<b>18% GST</b>	<b>Total</b>
<b>EEPC INDIA MEMBERS</b>	Rs. 10,000/-	Rs. 1,800/-	Rs. 11,800/-
<b>NON MEMBERS</b>	Rs. 12,000/-	Rs. 2,160/-	Rs.14,160/-

**Participation Charges - For 2 or more participants from the same company:**

	<b>Fees per Participant</b>	<b>18% GST</b>	<b>Total</b>
<b>EEPC INDIA MEMBERS</b>	Rs. 9000/-	Rs. 1,620/-	Rs. 10,620/-
<b>NON MEMBERS</b>	Rs. 11,000/-	Rs. 1980/-	Rs.12,980/-

<b>{MODULE 1}</b> <b>2 hrs (Mon - Wed)</b> <b>(02:30 pm to 04:30 pm)</b> <b>(14.09.2020 to 16.09.2020)</b>  <b>Prof. A. N. Khedkar</b>	<b>INTERNATIONAL MARKETING</b> <ul style="list-style-type: none"> <li>• Nature scope and role of international marketing</li> <li>• Entry strategies and sequence of globalization</li> <li>• Environmental analysis in international trade and difference with domestic trade.</li> <li>• Identifying International markets and preparation.</li> </ul>
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<p><b>{MODULE 2}</b>  <b>2 hrs (Thurs – Sat)</b>  <b>(02:30 pm to 04:30 pm)</b>  <b>(17.09.2020 to 19.09.2020)</b></p> <p><b>Prof. S. R. Binju</b></p>	<p><b>SHIPPING &amp; LOGISTICS</b></p> <ul style="list-style-type: none"> <li>• Nature , Scope and Role of logistics</li> <li>• Modus operand of shipment (DOCK, FACTORY AND ICD STUFFING)</li> <li>• Means and mode of transport</li> <li>• Understanding sea-routes through commercial geography</li> <li>• Logistics linkage of types of ships, cargo and containers.</li> </ul>
<p><b>{MODULE 3}</b>  <b>2 hrs (Mon – Wed)</b>  <b>(02:30 pm to 04:30 pm)</b>  <b>(21.09.2020 to 23.09.2020)</b></p> <p><b>Prof. Eknath Birari</b></p>	<p><b>INTERNATIONAL TRADE FINANCE</b></p> <ul style="list-style-type: none"> <li>• Overview of FEMA regulators on Exports and Imports</li> <li>• Trade settlement Techniques</li> <li>• Financing of International Trade.</li> <li>• Letter of Credit and UCPDC</li> <li>• Foreign exchange risk management.</li> </ul>
<p><b>{MODULE 4}</b>  <b>2 hrs (Thurs – Sat)</b>  <b>(02:30 pm to 04:30 pm)</b>  <b>(24.09.2020 to 26.09.2020)</b></p> <p><b>Prof. A. N. Khedkar</b></p>	<p><b>FOREIGN TRADE POLICY</b></p> <ul style="list-style-type: none"> <li>• Salient features of <a href="#">FTP 2015-20</a></li> <li>• Advance Authorization and DFIA Scheme</li> <li>• EPCG Scheme.</li> <li>• EOU/EPZ/EHTP/STP/BTP/ along with SEZ</li> <li>• MEIS/SEIS Schemes.</li> </ul>
<p><b>{MODULE 5}</b>  <b>2 hrs (Mon – Wed)</b>  <b>(02:30 pm to 04:30 pm)</b>  <b>(28.09.2020 to 30.09.2020)</b></p> <p><b>Prof. A. N. Khedkar &amp;  Prof. S. R. Binju</b></p>	<p><b>EXPORT PRICING &amp; COSTING</b></p> <p><b>(5A):</b></p> <ul style="list-style-type: none"> <li>• Defining Price and understanding price and pricing.</li> <li>• Different pricing policies</li> <li>• Understanding Marginal cost of exports</li> <li>• INCO TERMS 2010 (International Commercial Terms 2010)</li> <li>• Developing Pricing strategy (Formula) for International marketing using INCOTERMS.</li> </ul> <p><b>(5B):</b>  <b>INTERACTIVE SESSION</b>  <b>Procedures for trade promotion, MEIS, SEIS, INCENTIVES &amp; practical aspects of foreign trade.</b></p>

You are requested to send the nomination of your Company Participants at an earliest along with participation charges. Payment can be made via direct transfer as per following bank details:

Name of Bank	<b>STATE BANK OF INDIA</b>
Address of Branch	<b>NIRLON HOUSE, DR. ANNIE BESANT ROAD, WORLI, MUMBAI - 400030</b>
Account No.	<b>10783154228</b>
IFSC Code	<b>SBIN0000290</b>
Type of Account	<b>CURRENT A/C</b>

Registration link: [https://docs.google.com/forms/d/e/1FAIpQLSf7PCAZTN6mjUWDg6b4t7-tJsCSyH2HZ\\_37WV3Q00tCLCYX-Q/viewform](https://docs.google.com/forms/d/e/1FAIpQLSf7PCAZTN6mjUWDg6b4t7-tJsCSyH2HZ_37WV3Q00tCLCYX-Q/viewform)

For any further details, you may contact the following:

Ms. Varsha Baria at [vbaria@eepcindia.net](mailto:vbaria@eepcindia.net) Mob: 09819210848

Mr. Anil Rawat at [arawat@eepcindia.net](mailto:arawat@eepcindia.net) Mob: 09820886788

Kindly note there are LIMITED seats available on first come first served basis only.

Looking forward for your active participation in the above training programme.

**Thanks & Regards**

**Dr. Rajat Srivastava**  
**Director (M & S) & Regional Director (WR)**  
**Mob: 09769063838**

EEPC INDIA - (Formerly Engineering Export Promotion Council), AN EPC UNDER UNION MINISTRY OF COMMERCE & INDUSTRY, GOVERNMENT OF INDIA. **Mumbai Regional Office** : B-202 & 220, Aurus Chambers, Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli, Mumbai 400 013 ; **Tel:022-42125555 Fax:022-42125556; E-mail : [eepcromum@eepcindia.net](mailto:eepcromum@eepcindia.net); [nsingh@eepcindia.net](mailto:nsingh@eepcindia.net) Website: [www.eepcindia.org](http://www.eepcindia.org)**  
**Regd. and Head Office** : Vanijya Bhavan (1st Floor), International Trade Facilitation Centre, 1/1 Wood Street, Kolkata 700 016 Corporate Identification Number: U51900WB1955NPL022644

## **SPEAKER PROFILE**

<p><b>PROF. ARVIND NARAYAN KHEDKAR</b></p>	<p><b>Professional Experience:</b> <i>25+ years' work experience as an Engineer, General Manager (Marketing), Professor, Dean (Academics) and Director (In charge) of educational institution.</i></p> <p><b>Teaching Experience till date</b></p> <ul style="list-style-type: none"> <li>• <b>N L Dalmia Institute of Management</b> <ul style="list-style-type: none"> <li>✓ 13 years as Dean Academics</li> <li>✓ Retired in 2014 as Director In charge.</li> </ul> </li> <li>• <b>Executive Programs conducted</b> <ul style="list-style-type: none"> <li>✓ More than 150 Programs at AMA (Ahmedabad) in the field of International Business.</li> <li>✓ Faculty at NACEN for conducting programs in FTP for Assistant Commissioner, Superintendent and Customs officers.</li> <li>✓ Regular Faculty with World Trade Centre - Teaching FTP International Marketing and Shipping and Logistics.</li> <li>✓ Faculty at EEPC</li> <li>✓ Also conducted program in Soft Skills Development.</li> </ul> </li> </ul> <p><b>Industry Experience in the last 25 years:</b> Mukand Ltd., Krishna Steel Industries and Bilwara LNJ Group of Industries</p>
<p><b>PROF. S. R. BINJU</b></p>	<p><b>Industry Experience of 35 years.</b></p> <ul style="list-style-type: none"> <li>• 37 years in HEG Ltd (LNJ Bhilwara Group) as Head –International Logistics.</li> <li>• 2 years in MSME.</li> </ul> <p><b>Teaching Experience.</b></p> <ul style="list-style-type: none"> <li>• N L Dalmia Institute of Management. <ul style="list-style-type: none"> <li>✓ 4 years as Visiting Faculty Covering Subjects on International Business.</li> </ul> </li> <li>• Executive Programs conducted: <ul style="list-style-type: none"> <li>✓ More than 400 Programs at AMA (Ahmedabad) in the field of International Business all across Gujarat.</li> <li>✓ Faculty at NACEN for conducting programs for Superintendent and Customs officers.</li> <li>✓ Faculty at INS HAMLIA (Mumbai) for conducting programs for naval officers.</li> <li>✓ Faculty for conducting Course for “Indian Merchant Chamber”.</li> <li>✓ Regular Faculty with World Trade Centre -Teaching “Logistics Management”.</li> <li>✓ Conducted Corporate Training Programs.</li> <li>✓ Also conducted program in EEPC, ECGC, FIEO</li> </ul> </li> </ul>
<p><b>PROF. EKNATH BIRARI</b></p>	<p>35 years of work experience in the banking sector. He started his career with Oriental bank and soon was inducted into the Foreign Exchange department. He is one of the most experienced in Trade and international Financing and FEMA.</p> <p>He has spent over 15 years in the Foreign Exchange department itself. Further he was made a senior faculty in the staff training college in the bank and has even served as the principal of the college.</p> <p>He is now a visiting faculty in various management schools, FEDAI, World Trade Centre, Mumbai and continues to train bankers on various sectors. He also trains on LC &amp; UCPDC, risk management in International trade etc.</p>