



AECCI-Brief Report

Date: 07 / 09 /2018

Andheri Mumbai



Asian Exporters' Chamber of Commerce and Industry

AECCI Trade Assistance Centre - Andheri, Mumbai

A Workshop on

“HOW TO FIND INTERNATIONAL BUYERS”

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A Seminar on "HOW TO FIND INTERNATIONAL BUYERS"

Date: 07.09.2018

Venue: AECCI-TRADE ASSISTANCE CENTRE- ANDHERI, MUMBAI.

Time: 03:00 p.m. onwards.

AECCI-Asian Exporters' Chamber of Commerce & Industry organized a Seminar on " HOW TO FIND INTERNATIONAL BUYERS"

Mrs. Shyamali Banerjee-Secretary AECCI was the Key speaker for this Seminar.

Mrs. Banerjee in her presentation covered all the aspects of the International Market. With her long experience of more than 20 years she explained how the international business has become easier due to technology and flexibility by govt. in foreign trade policies and procedures. She explained all about the challenges of international market, safety measures, selection of potential market and buyer, Steps to reach to your buyer, marketing strategies at global level. It was certainly an informative session with experiences of handling practical issues of exporters by Ms Banerjee during her recent years.

Later Mrs. Swarn Lata –Executive Director AECCI joined and shared her knowledge and experience of international marketing. She discussed about the Identification, communication and retention process in international market. Also she enlightened about precautions and the measures to stay safe when dealing with overseas business partners. Other important points discussed was the about appointing the Agents/Distributors, Negotiation with perspective buyer and Credibility Check of the buyer.

As there were many experienced and well established participants, so sharing their experiences with new exporters was really appreciable. More than 20 Exporters attended the workshop. The session was quite interactive as the participants had many queries and experiences to share. And all the queries were satisfactorily answered by Mrs. Lata and Mrs. Banerjee. It was followed by Hi-Tea, networking and certificate awarding ceremony.

The workshop was very well appreciated by all the participants. AECCI look forward for many more such events in coming future.

(THANK YOU)

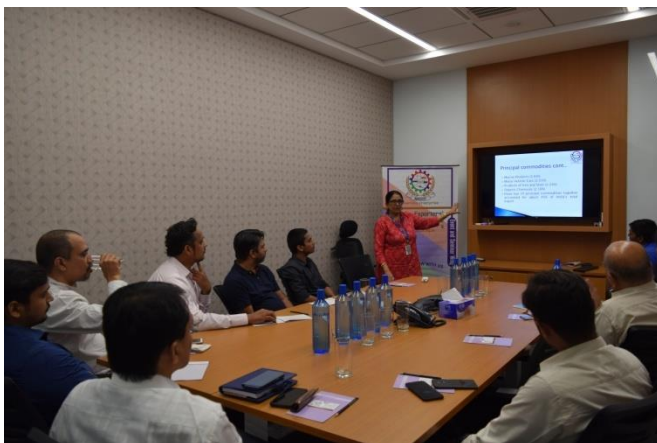
“HIGHLIGHTS OF THE SEMINAR”



Ms. Shyamali Banerjee (Secretary AECCI) and Mrs. Swarn Lata (Executive Director-AAECCI), during the introductory session with the participants.



Mrs. Swarn Lata (Executive Director-AECCI), welcoming the participants.



Ms. Shyamali Banerjee Presenting her session.



Click from the conference hall.



Click from the conference hall.



Mrs. Swarn Lata addressing some queries.



Participants sharing their experiences.



Participants sharing their experiences



Mrs. Swarn Lata Awarding the certificate to Participants.



Mrs. Swarn Lata Awarding the certificate to Participants



Group Photo