



AECCI-Brief Report

Date: 28 / 09 / 2018	Fort Mumbai
 Sourcing Enterprise	
Asian Exporters' Chamber of Commerce and Industry AECCI Trade Assistance Centre - Fort, Mumbai	
A Workshop on “HOW TO FIND INTERNATIONAL BUYERS”	
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A Seminar on "HOW TO FIND INTERNATIONAL BUYERS"

Date: 28.09.2018

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

Time: 03:00 p.m. onwards.

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

Mrs. Swarn Lata –Executive Director AECCI was the Key speaker for this Seminar.

Session was started by Mrs. Shyamali Banerjee-Secretary AECCI, with a welcome address and introduction about AECCI and its working. Also she explained about the support being extended by AECCI Trade Assistance Centres at Andheri and Fort locations.

Then, Mrs. Swarn Lata took the charge. In her presentation she covered the basics of exports, advantages and challenges in international market and approaches to reach to the buyer. Also she gave a detailed explanation of the various strategies to be used for international market, like: Promotion/Distribution and Pricing strategy.

Selection of the agents and distributors, their contractual appointment and the support that can be required by them was the other important topics of discussion. Then Ms Lata spoke about the first hand and second hand leads of the buyers. Role of trade promotion bodies

and use of electronic media and social platform was explained in details so that participants can make the best utilization of these online and offline resources.

Later Mrs. Shyamali Banerjee-Secretary AECCI joined and shared her practical experiences w.r.t. the various issues of exporters. Role of regulatory bodies and government's favorable policies were discussed by Ms Banerjee. She spoke about the safety measures to be considered when dealing at international level.

More than 25 Exporters attended the workshop. The session was very interactive and the participants shared many experiences and raised their queries. All the queries were satisfactorily answered by Mrs. Lata and Mrs. Banerjee It was followed by Hi-Tea and networking.

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) welcoming the participants and with her introductory session.



Mrs. Swarn Lata (Executive Director-AECCI) presenting her, Session on Finding International Buyer.



Click from the conference hall.



Ms. Swarn Lata Presenting her session.



Click from the conference hall.



Mrs. Swarn Lata and Ms. Banerjee addressing some queries.



Participants sharing their experiences.



Participants sharing their experiences



Group Photo