



**Asian Exporters'
Chamber of Commerce
And Industry**

AECCI

Newsletter

SOURCING ENTERPRISE

AECCI QUARTERLY BRIEF (October 2019 To December 2019)

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Article by Mr. Avinash Chandra

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Dear Esteemed Members

Greetings...

On behalf of the board of directors for Asian Exporters' Chamber of Commerce and Industry, I take pleasure and pride in presenting you the 15th Edition of AECCI- Quarterly Newsletter. With beginning of New Year-2020, we remind all our associate partners of our commitment to be with you assisting your business all the time. As the new Foreign Trade Policy is scheduled to come in April 2020, we are hopeful of some positive news for all the exporters. We will ensure to share the correct and timely news with you all.

Through this message I invite all the business partners to come and grow with us, be an active member, highlight your business and reap the benefits offered to you. With this I wish you all "A VERY HAPPY AND PROSPEROUS NEW YEAR 2020". May the New Year bring new hopes and dreams for everyone around.


Zaheer Bukhari
Board Chairman

Editor's Note:

Dear Readers,

I, on behalf of AECCI, its board and team members, wish you all a very happy new year 2020. Here we are with a short summary of previous year.

Recent year was full of challenge, there was uncertainty communicated by some of our members but Chamber in its efforts to keep the spirit of business high, tried its best to convey the right things to the people. As usual AECCI worked as a link between the business and authorities.

AECCI has added many new members and associate partners, ensuring the mutual and significant growth. Also, we tried to stay connected with relevant departments and diplomats. Number of meets and events were hosted by the AECCI focussing on creating business opportunities for all.

For coming year, we are working to conduct some training, educational programmes with academic institutions so that we can encourage the new generation for entrepreneurship. We wish to educate and communicate for the betterment and growth of business for all whether a member or non-member. AECCI wants you to be a partner in our mission of trade promotion that would ultimately be supporting your business interests.

We at AECCI want you to get the most out of our membership offers so we urge you to stay connected and engaged with your own chamber. Apart from counselling, education, guidance, support we also provide you various opportunities to advertise your business through our publications. You can have the networking opportunities through sponsorships and publications.

With this I urge you all to be engaged your own chamber-AECCI. Thank you.

EDITOR



Swarn Lata
Executive Director



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(NEWS SOURCE:KNN and Various Newspapers)

23.12.2019: 790 tonnes of imported onion reach India; some sent to Andhra Pradesh, Delhi: Govt official

The first batch of imported onion weighing 790 tonnes has reached India and some quantities are being distributed to Delhi and Andhra Pradesh at a landing cost of Rs 57-60/kg, a senior Consumer Affairs Ministry official said on Monday. State-run MMTC, which is importing the key kitchen staple on behalf of the government, has contracted 49,500 tonne of onion so far.

23.12.2019: China to lower import tariffs

China will bring down import tariffs on over 850 products, including frozen pork, from January next year, the finance ministry said on Monday, which may help ease the pressure on the country's depleted pork supply. Other products which will have lower import tariffs include food products -- such as fish, cheese and nuts, pharmaceuticals and a range of chemical products. China said from July 1 next year, it will also further reduce some tariffs on some technology products, said the ministry in a statement on its website.

20.12.2019: Govt allows import of urad dal

The government has allowed import up to 4 lakh tonnes of urad dal this fiscal. Earlier, the government had allowed import of urad up to 1.5 lakh tonne for the fiscal ending March 2020. "Import of urad shall be subject to an annual quota of 4 lakh MT. Import of urad under the quota restriction will be allowed only to the millers/refiners," said a notification issued by the Directorate General of Foreign Trade (DGFT).

20.12.2019: The New Foreign Trade Policy

The New Foreign Trade Policy will come into effect by April 1, 2020, a senior official from the Directorate General of Foreign Trade (DGFT) said.

12.12.2019: Govt may impose anti-dumping duty on a chemical from five countries

According to a notification of the Directorate General of Trade Remedies (DGTR), the Reliance Industries Ltd. has requested for the imposition of anti-dumping duties on the imports on a chemical. India Glycols Limited has also supported the application.

The government may impose anti-dumping duty on a chemical used in polyester fibres and films, imported from five countries as the commerce ministry has launched an investigation for the same. The ministry's investigation arm DGTR has initiated the probe into an alleged dumping of "Mono Ethylene Glycol" originating in or exported from Kuwait, Oman, Saudi Arabia, UAE and Singapore, following a complaint from a domestic company.

10.12.2019: Additional 2% export benefits to end Dec 31 for garments, madeups

The additional 2% benefits under MEIS were announced in August to help exporters who had claimed that delayed Goods and Services Tax (GST) refunds were hurting business. With the additional benefits gone, the original incentive of 2%, 3% and 5% wo.. Ahead of a new export incentive scheme--Remission of Duties or Taxes on Export Products (RoDTEP)--to be rolled out from next year, the Director General NSE -1.23 % of Foreign Trade (DGFT) issued a notice that the additional 2% benefits given under the existing Merchandise Export from India Scheme (MEIS) for all sectors, except garments and made ups, and including electronics manufacturing, would end on December 31. With the additional benefits gone, the original incentive of 2%, 3% and 5% would remain until RoDTEP is put in place. The RoDTEP scheme, which is scheduled to replace MEIS from January 1, is yet to get cabinet approval.

04.12.2019: Indonesia plans to divert palm oil exports to India if EU cuts imports

Indonesia (world's largest producer of palm oil), is focusing on exports to countries like India and China to overcome the likely setback it may have from the European Union, which may cut down on imports of palm oil products because of concerns about the environmental damage caused by land-clearing fires.

29.11.2019: Bureau of Indian Standards (BIS) certification for imported packaged drinking water and mineral water products.

FSSAI (The Food Safety and Standards Authority of India) has instructed importers to ensure that all imported packaged drinking water and mineral water products have Bureau of Indian Standards (BIS) certification. It also directed them to ensure that brand names are in compliance with the regulator's advertising and claims regulations. As per regulations, packaged drinking water and mineral water products need to have both, the FSSAI license number as well as the BIS Certification mark, on their labels.

24.11.2019: The Standard Operating Procedure (SOP), for payment of freight and its related charges

The Standard Operating Procedure (SOP), a first-of-its-kind mechanism for payment of freight and freight related charges for exports, was chalked out at the behest of N Sivasailam, special secretary (logistics) in the Department of commerce. "The issue was dealt with by the State Bank of India, shipping lines, exporters and other industry associations, after which a circular has been issued on February 18 and converted into a trade notice.

It deals with how exchange of foreign exchange (FE) rate needs to be determined and this has now been agreed transparently amongst all of us. You may find a paisa up or down, but you will now not find profiteering on foreign exchange," Anil Devli, CEO, Indian National Shipowners' Association (INSA), said.

"This is about how the freight will be paid. It's an innocuous looking trade notice which will have major implications. We have done it in order to bring transparency," Sivasailam told BusinessLine. "Freight forwarders will be majorly affected with this because they cannot charge anything extra; they have to attach the original invoice raised by the shipping line while billing the exporter," said a shipping industry

20.11.2019: India appeals against WTO panel ruling on export incentive schemes

India has appealed against the ruling of the WTO's dispute settlement panel, which held that certain provisions of the domestic export incentive initiatives are inconsistent with global trade norms, an official said. The dispute was filed by the US, which has challenged five such initiatives namely Merchandise Export from India Scheme (MEIS), Export Oriented Units (EOU), Electronics Hardware Technology Parks (EHTP), Special Economic Zone (SEZ) and Export Promotion Capital Goods (EPCG). The US asserted that these initiatives harm its companies by creating an uneven playing field. A report by the dispute settlement panel found that these schemes were in violation of the WTO agreements for providing prohibited export subsidies. "India has filed an appeal against the panel's report, which was released on October 31," the official said.

20.11.2019: Govt eases input tax refunds for exporters

In a circular by the customs authority, it has been directed to tax officials not to insist on proof of realisation of exports proceeds for processing of input tax refunds. The new directive from the Customs follows assurance from finance minister Nirmala Sitharaman to the industry on easing of compliances. The circular makes it clear that tax authorities will not insist on proof of realisation of export proceeds for processing of refund claims related to export of goods as it has not been envisaged in the law.

CBIC emphasised that exports have been zero rated under the Integrated Goods and Services Act. Hence, as long as goods have actually been exported, even after a period of three months, tax officials should not insist on payment of Integrated tax first and claiming refund at a subsequent date.

18.11.2019: Govt raises duty drawback rates for gold, silver jewellery exports

The government has increased duty drawback rates for gold and silver jewellery. The drawback rates have been raised to Rs 372.9 per gram for gold jewellery from Rs 272 per gram, according to a notification of the finance ministry. And, for silver jewellery, it has been raised to Rs 4,332.2 per kilogram, from Rs 3,254.

06.11.2019: Indian rice exporters of basmati rice to the EU.

Indian rice exporters will now have to obtain a certificate of inspection from a government agency to ship both the basmati and non-basmati varieties to countries of the European Union (EU).

"Export of rice (basmati and non-basmati) to European Union (EU) countries will require certificate of inspection from Export Inspection Council/Export Inspection Agency with immediate effect," directorate general of foreign trade has said in a notification.

INDUSTRY NEWS





NOTIFICATIONS (OCTOBER 2019 - DECEMBER 2019)

Notification Date	Notification/Circulars Public Notice No.	TITLE
19-12-2019	DGFT-Trade Notice No. 42/2019-20	Restriction on import of Pulses
12-12-2019	DGFT-Trade Notice No. 41/2019-20	Online filling and Issuance of Preferential Certificate of Origin under SAFTA and SAPTA for India's Exports to Nepal w.e.f. 18th December 2019
12-12-2019	DGFT-Notification No. 35/2015-2020	Amendment in Para 2.25 of Foreign Trade Policy, 2015-20
07-12-2019	DGFT-Public Notice No. 47/2015-2020	Changes in MEIS rates
02-12-2019	DGFT-Trade Notice No. 40/2019-20	Auto Out of Charge under Express Cargo Clearance System (ECCS) - reg.
29-11-2019	Customs-Circular No. 41/2019	Clearance of Import of metal scrap - Procedure - reg.
29-11-2019	Customs-Circular No. 42/ 2019	Mandatory uploading of specified supporting documents and mention of document code and IRN in Bills of Entry (BoE) - reg.
19-11-2019	DGFT-Trade Notice No. 39/2019-20	Incorrect Data in certain IECs - corrective action required from exporters
15-11-2019	Customs-Notification No. 82/2019	Amendment to All Industry Rates of duty drawback effective from 16.11.2019
05-11-2019	DGFT-Trade Notice No. 38/2019-20	Imports of Pulses for the fiscal year 2019-20.
28-10-2019	DGFT-Notification No. 27/2015-2020	Amendment in Export Policy of Onions
22-10-2019	DGFT-Trade Notice No. 37/2019-20	Mis - declaration of imported goods under 'Others' category of ITC (HS), 2017, Schedule-I (Import Policy)-reg.
18-10-2019	DGFT-Public Notice No. 39/2015-2020	Incorporation of new provision in the Handbook of Procedure 2015-20 about cases referred to National Company Law Tribunal (NCLT).
11-10-2019	Customs-No. 04/2019	Clarification regarding inclusion of cesses, surcharge, duties, etc. levied and collected under legislations other than Customs Act, 1962, Customs Tariff Act, 1975 or Central Excise Act, 1944 in Brand Rate of duty drawback
09-10-2019	DGFT-Trade Notice: 36/2015-2020	Issue of Late Cut being imposed by the system while applying MEIS on reactivated shipping bills
01-10-2019	Customs-Circular No. 34/2019-Customs	Procedure to be followed in cases of manufacturing or other operations undertaken in bonded warehouses under section 65 of the Customs Act-reg.
01-10-2019	Customs-Circular No. 35/2019-Customs	Amendment in Import and Export Policy of electronic cigarettes- reg.

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BILATERAL TALKS:



India - Oman; 24.12.2019:

India and Oman signed a Maritime Transport Agreement during the visit of foreign minister S Jaishankar to the Sultanate of Oman. The pact – the first with any Gulf country – enables India to expand its footprint in the western Indian Ocean, the Persian Gulf and east Africa.

India-ASEAN FTA Review; 29 November 2019

The Association of Southeast Asian Nations (ASEAN)-India trade in goods agreement was signed on August 13, 2009, and entered into force on January 1, 2010. The proposed scope of the review of the free trade could include issues like customs procedures, further liberalisation of trade in goods and exchange of data, Parliament was informed on Friday.

"The proposed scope of the review could include implementation issues, rules of origin; verification process and release of consignments; customs procedures; to take into account other negotiations on further liberalization of trade in goods; and sharing and

exchange of trade data," Commerce and Industry Minister Piyush Goyal said in a written reply to the Rajya Sabha.

India-Bangladesh; 19.12.2019

India and Bangladesh, notwithstanding its decision to cancel visits by foreign and home ministers to India last week in the aftermath of Citizenship (Amendment) Bill controversy, will allow transshipment of Indian goods via Chittagong and Mongla sea ports from January without charging customs duties and transit fees. The decision, considered a new phase in connectivity between the two countries, was agreed upon when Bangladesh shipping secretary Md. Abdus Samad met his Indian counterpart Gopal K.



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- **Nutritional Statement**
- **COO**, Preferential / non preferential by EIC, Govt. of India / IMC / FIEO / AECCI
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1. AAROHI AGRO INTERNATIONAL
2. MYSMAR
3. H K ADDITIVES & INGREDIENTS
4. LANDMARK PHARMA



PRESTIGIOUS MEMBERS



Authorized Person- Mr. Manoj Salade (CEO)

Company Name – AAROHI AGRO INTERNATIONAL,

Brief Description of the product or service

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H.P.: 0091- 9767194477

Email: aarohiagrointernational@gmail.com



Asian Exporters' Chamber Of Commerce And Industry

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Attention:

**Exporters/Importers/Manufacturers/Traders/Proprietors/
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We invite you all to forward your enquiries for

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To know more you can reach us at 022-41271145/46 and 8433720996.



PRESTIGIOUS MEMBERS




Authorized Person- Mr.Hemant Upadhyay (Marketing Head)
Company Name – M/s Hemadri Chemicals.

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Subjects Covered

EXPORTS -

Introduction & Importance of International business, Role Players in International Business, Setting up Export Business & All Registrations, Making Your Web Presence, Sourcing Products, Finding Buyers, Sending Introduction, International Marketing, Preparing Competitive Quotes, Sending Samples, Safeguarding Overseas Payments, Letter of Credits, ECGC, Insurance, Negotiating Ocean & Air Freight, Pre-Post Shipment Documentation, Export Schemes & Incentives, Inco Terms, Temporary Export for Job Working, Re-Export of Rejected Goods, Export of Household Goods, Custom Clearance

IMPORTS -

Types of Imports – Samples, Dutiable, Duty Free, Under Bond, Uses of Bonded Warehouse for Imports, Types of Bill of Entries, Classification of Goods as per HS Code, Import Duty - Stamp Duty Calculation, High Seas Sale, Imports under SVB, Anti Dumping Duty, Container Detention Calculation, Factory De-stuffing of Import Cargoes, Re-Import of Rejected Goods, Temporary Import for Job Working, Import of House Hold Goods, Custom Clearance of Imported Goods.

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ARTICLE:

START STRATEGIZING YOUR EXPORTS

Strong economies are “strong suppliers” and “respected buyers” both and the former is what they want to be, most of the times. Similarly, sound exporter organizations are the ones which can supply and sell to not only global markets but also to “desired” global markets.

Gaining more and more prospective buyers, orders, partners and alliances, respect and command in global market has many a way, however, for small and medium exporters most of these are not affordable options being costly proposition.

Having worked with an SME as an export manager besides having spent years serving exporters segment representing US' giant “Dun & Bradstreet” in departments called “risk Management Solutions and Exports Marketing Solutions” I could understand and experience that there are easier ways for small and medium scaled exporters, instead of going haywire with aspirations to be an exporters.

Let us take a close note of these pertinent steps while exploring one's global aspirations.

1. Documents/certificates:

Once you are all convinced that your products and services have fairly good demand in global markets, start preparing requisite documents and papers like UAM, GST certificate, IEC etc. A D-U-N-S number though is a complementary document only but is very handy if you are eyeing a bit more trust in the start itself.

2. Products proposition, Target markets, Ways to enter:

a. If you have a product that is selling well in your domestic, it's not unusual to desire to sell that same product or products in other global markets as well. However, understanding different country markets, now a days, is not that difficult. One must interact with fellow industry players, offices of industry associations, export promotion councils etc. to gain better clarity on aspects related to international business, export, import of that country market.

b. In case one wants to be merchant exporter, identifying which products s/he should be exporting to identified markets depends a great deal on the markets you wish to sell to.

c. How one wants to export/sell does is another important strategy that needs to be planned very well in advance.

In case an exporter wishes to sell directly to end users, her company is responsible for all aspects start to end i.e., shipping, payment, product servicing, etc. It is important to anticipate and include these costs upfront, or else all this may dent profits.

In case your products suit the retail chain or distribution channels, one can sell to distributors. This may give a little less responsibilities for support and service as the distributor in general takes care of these aspects, which can be challenging for new exporters.

Establishing partnerships with local companies is another good way to focus more on products and expanding markets but this may not be easier for new exporters. If at all, after developing few global buyers, this may be explored.

3. Pricing: Pricing of the products should be one of the most appealing offerings for the prospects. At the same time, the exporters must be honestly satisfied that the earnings are as per the quality, efforts and needed margins. Traditionally, determining proper pricing depends on costs, market demand, and competition. One needs to consider additional costs the importer will incur, including tariffs, customs fees, currency fluctuation, transaction costs, and value-added taxes, because they can add to the final price substantially.

4. Extending after sales services: Products which need training of manpower at importing companies like machine operators, services, replacement of parts, and wear and tear during transportation are an opportunity to seize the mind-space of buyers. Especially the countries where manpower is a constraint, buyers are delighted if an exporters can send a technical staff for handholding. This applies when machines are exported. International trade makes it more difficult and costly to service, repair or replace damaged goods or items. But this gives exporters with an opportunity to cement the commercial relationship. Keeping this in eye, the costing may be factored while finalizing the deals.

5. Finance: Financing the overall exports process which includes raw material cost, manpower cost, transaction cost, shipping cost, packing cost, taxes, duties etc. should be well thought out right at the start.

Though there are more aspects to be taken care of while you are an exporter like risk, insurance, branding, costing, forward booking, hedging and many more but let us start one by one. Moreover, it is said that a strategy is as good as the implementation and exports are not different to strategize.

Authored by **Avinash Chandra.**

Avinash works with a leading private sector bank.



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Among others are Mr. Tesfamariam G/Meskel (First Secretary-Business Promotion) and Ms. Sonali Malusare(Secretary-AECCI).**





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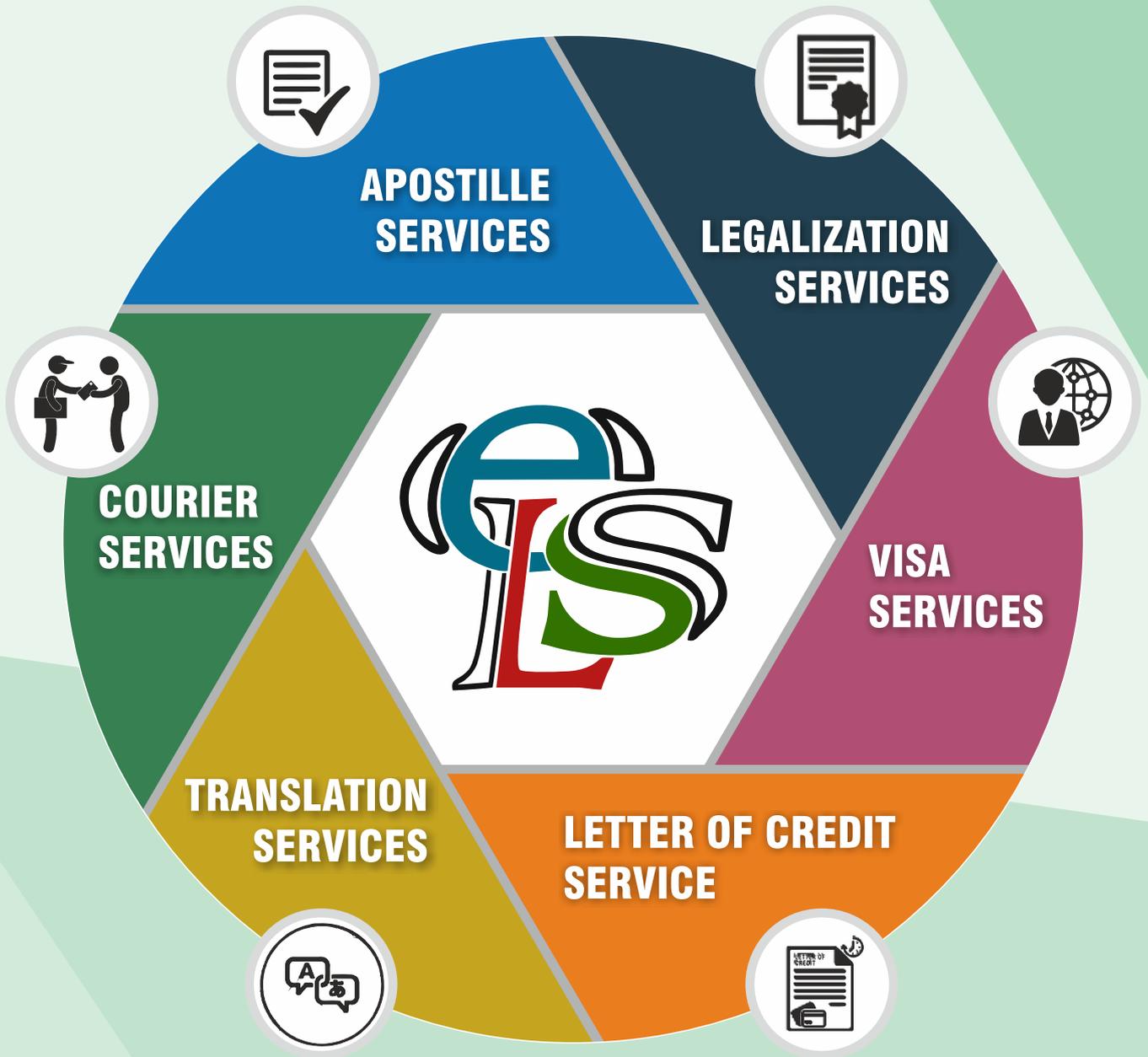
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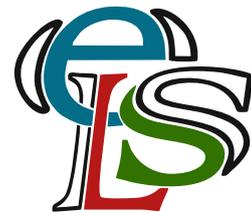
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