



Export-Import Certificate Course Session: 5
Session on Product and Market Selections for EXIM Markets

Date: 17-08-2023

Date of Event	17-08-2023
Venue	Room No. 20 BVPIM – Bhula Bhavan
Time	1:30 to 3:30
No. of Participants	12
Expert Name	Dr. Vijay Gondaliya
Event Coordinator	Mr. Parvez Malek
Event Category	Export-Import Certificate Course
Program objective	To highlight the importance of need to source new buyers, customer, and markets.
Program outcomes	Student practically understand how to find the right product for the right market. Students will get practical inputs on how to improve operational efficiencies.

Speaker has discussed below points during the class with hands to find market and customers:

1. Selection of the right product for the right markets
2. How to innovatively sources new customers, suppliers and markets
3. How to build relationship with all stake holders in EXIM
4. How to use innovative social media for the advantage to EXIM firms.
5. What are the different sites available to find buyers and proper market in international platform.
6. What all products are banned as per the GOI in exports.

Students learned the importance of Entrepreneurial skills to excel in business for EXIM

- Students got lot of practical tips of drafting the right STP for exporting firms.
- Practical tips on how to build relationship management with all stakeholders in exports.
- The motivation to excel and take up EXIM as a career option.
- During the session students identified various online sources to find best market for product or specific market for products.