

Two –Day Residential Workshop on Export Management for Micro, Small & Medium Enterprises [MSMEs]

Centre for MSME, an integral part of **Indian Institute of Corporate Affairs (IICA)** organized a Two-Day Workshop on **Export Management** for Micro, small & Medium Enterprises [MSMEs] from Dec 14th to Dec 15th, 2015 at the IICA Campus, Manesar.

The workshop was attended by handful of SME Exporters, Academia and Seniors Corporate Affairs Directors including foreign delegates coming from Daksha Imaging Technologies Pvt. Ltd., M/s IAC Electricals Pvt. Ltd., Rangсутra Crafts India Ltd., Sirohi Agro Foods Pvt. Ltd., Beri Udyog Pvt. Ltd., Savio Texcone Pvt. Ltd., T.C. Agro Food Industries, Gautam Buddha University, Orica, Bridge and Roof Co. (India) Ltd., Primo Foods Pvt. Ltd., Primo Foods Pvt. Ltd., Devans Modern Breweries Ltd., Royal Enfield (A Unit of Eicher Motors Ltd.).

The **inaugural proceedings** of the workshop commenced on **Monday Dec 14, 2015** after the arrival of participants and special invitees/guest of honors Ms. Anu chadha, Founder and Managing Director of 3A Clothing, Mr. Joginder Jhamb, Exporter/Importer Facilitator, Ms. Andra Riemhofer, Expert for Intercultural Communication and Cooperation in the IICA Board Room.

It was appreciated by every participant that an autonomous Institution like IICA recognizes that **Marketing and Exports** remain key challenges for MSMEs, besides Brand Building and Image building. Many entrepreneurs are not entering in the field of exports due to lack of market knowledge, availability of a growing domestic market, and the complexities of international trade.

During inaugural address, it was pointed out that IICA has been stimulating and sensitizing the MSMEs by identification of co-operation areas for capacity building in MSME sector to enable this sector to market their products globally by fostering the collaboration with development organizations and Chambers of Commerce and Industry that will add value to millions of small and medium enterprises spread across India-was presented by Mr. Rajesh Batra, Head, Centre for MSME in his welcome address.

The workshop focused on Merits of Export Trade Plan, Export Marketing & its Expansion Strategy (Africa Focused), Resources trends & Trade Practices of Export, How to Compete more successfully, How to reduce dependence on few major customer and expand customer base, Important issues of Exports and Advanced Issues of Exports.

Eminent Speakers who took sessions at the programme were 1) Mr. Radhikesh Uttarwar, Managing Director, PAC India 2) Ms. Andra Riemhofer, Expert for Intercultural Communication and Cooperation 3) Mr. Sanjay Beswal, Andees Consulting A Div of Andees Impex Pvt. Ltd. 4) Mr. Lokesh Parashar, Director, Adkindia LLC 5) Ms. Uma Mansaramani, Founder & President, Heritage Sourcing 6) Dr. J.S. Juneja, Chairman, Global Projects & Services (P) Ltd. 7) Mr. Hemant Verma-UNIDO

The programme ended with the **Distribution of Certificates to Delegates** after valedictory address & Vote of thanks on 15th Dec, 2015 at 3.30 p.m. In his vote of thanks address, **Mr. Rajesh Batra** expressed his gratitude towards Guest of honors, Distinguished faculty and all the participants, supporting partner organizations and assured that Indian Institute of Corporate Affairs (IICA) is poised to provide an excellent opportunity for the MSMEs in an entrepreneurship friendly environment with focused engagement on industry, BMOs and Development agencies to further our vision to unlocking maximum value for small and medium businesses in India.

