



Report on
**Interactive Workshop on Going Global through E-commerce Marketplace for B2C
Product Manufacturers, Exporters, Retailers and Online sellers**

06.00 PM – 08.00 PM on 5th June 2018 (Tuesday) at Hotel Raintree, Anna Salai, Chennai

FICCI-CMSME in association with Amazon India partners supported by TANSTIA and IEMA organized the Interactive Workshop on Going Global through E-commerce Marketplace held on 5th June 2018 between 6pm and 8pm at Hotel Raintree, Chennai to educate exporters and manufacturers on B2C exports via the e-commerce route and enable them to sell across 11 international marketplaces through Amazon Global Selling wherein more than 120 exporters and entrepreneurs participated.

Thiru. S. Sivagnanam, Additional Industrial Adviser, MSME Development Institute, Govt. of India, Ministry of MSME, Chennai who was the Special Guest while addressing the gathering said Tamil Nadu is one of the leading States who are in to manufacturing and export of finished leather goods, cotton textile products including garments & home textiles, traditional grocery products including turmeric powder, jaggery, sugar, rice items, pulse, cereals, tamarind and millets. There is a significant opportunity for manufacturers and traders selling these highly demanding products in the global markets by exploring B2C E-commerce marketplaces to promote their selection to the end-customers globally. He requested Amazon to consider promoting the traditional items of Tamil Nadu which can be marketing in international market as premium products. He also informed that his department will be keen to work with FICCI and Amazon to get this project move forward.

Mr. Raghavan, Head of Business Development (Apparel Category), Global Selling, Amazon India was the Keynote speaker who made a detailed presentation on overview of B2C Marketplace in Southern India. He said categories such as apparel & accessories, leather, beauty & health products, toys and household goods have a great demand internationally. Indian exporters have a comparative advantage and immense potential here. From few hundred sellers during their launch to over 32000 sellers offering over 90 million products, Amazon Global Selling has grown and supported thousands of exporters till date and they look forward to enabling thousands more through the program.

He further said, to smoothen the selling experience for SMBs, amazon offers fulfilment services that allows exporters and manufacturers to focus on the product and pricing, offers imaging and cataloging support by getting their photo shoots done as per Amazon standards at nominal costs. He said amazon also provides access to third parties that can provide tax guidance services and other export related modalities by connecting them to concerned advisory agencies.

The inauguration was followed by the technical session wherein various service providers related to logistics, taxation, image & cataloging, banking presented their role and procedures on how to guide the manufacturers and potential exporters to expend their business through the e-commerce route.

Thiru. Ar Rm Arun, Chairman, FICCI Tamil Nadu State Council, **Thiru. C.K. Mohan**, General Secretary, Tamil Nadu Small and Tiny Industries Association (TANSTIA), **Thiru. K. V. Kanakambam**, President, The

Industrial Estate Manufacturers' Association (IEMA), **Mr. Ruban Hobday**, Head, FICCI Tamil Nadu State Council also spoke on the occasion.