

Event Name: Training program on Exports

Event Date: 30 April 2019 – 1st May 2019

Place: Guwahati, Assam

FICCI STATE : Assam State Council

“In order to compete in international export markets, businesses must have access to resources that can help them improve their knowledge and export readiness” said Dr. Gautam Dutta from Indian Institute of Foreign Trade (IIFT), Kolkata while speaking at the Training program on exports organised by FICCI in Guwahati from 30th April to 1st May. The two-day training workshop was organized with an objective to equip new exporters from the North East Region with knowledge about export procedure, international marketing, logistics etc.

Apart from Dr. Gautam Dutta who conducted a full day session on export procedure, market and product selection, Ms. Ruchka Kathuria, CEO, Jaap Inc conducted a session on International trade logistics while R R Shimray from ECGC gave inputs on export credit. Focus of the workshop was on providing practical hands-on knowledge about starting and running a export business from the North East.

Given the geographic proximity of the region to the markets in SE Asia and the ASEAN, the region offers great potential for export. So far the region has been lagging behind in development of export businesses. Training programs like these will help bridge the knowledge gap and provide a much needed impetus for development of international trade from the region.

FICCI North East Advisory Council is organizing a Series of workshops and training programs to catalyse development of new enterprises and help the regional enterprises compete in a global marketplace. The workshops have received overwhelming positive feedback from the participants.



Picture 1: Prof. Gautam Dutta, IIFT with the participants



Picture 2: Ms. Ruchika Kathuria, JAAP, sharing her expertise at the workshop



Picture 3: A section of Participants with Ms. Ruchika Kathuria