

**Programme on:**  
**Export Opportunities from Maharashtra**

**Introduction**

Exports play a major role in boosting the growth of an economy and hence it is important for a nation to strengthen exports and increase its share of exports in the global trade. To this end, the government has set up a target of \$1 trillion in 2027-28 for merchandise exports and \$650 billion for both goods and services for the year 2022-23 with \$400 billion from merchandise alone. However, for expanding India's export potential and utilizing the local capabilities to fulfil the global demand there is a need for diversification of India's export basket as well as identification of new products that can be exported and also identifying relevant markets for such items. In fact, the Prime Minister has urged the "stakeholders to accelerate existing exports and also work to create markets, new destinations for new products".

In consonance with the government's emphasis on enhanced market access across the world and diversification of export markets, the Indian Institute of Foreign Trade (IIFT), autonomous institution under the Ministry of Commerce & Industry, Government of India, has developed a series of programmes on promotion of exports specific to different states. The primary objective of the programmes is to build knowledge on the key aspects of export/import management, knowhow on international business; market and buyer identification, especially, after the changes in the global supply chain in the post-COVID world; changing domestic regulatory framework and its impact on exports.

**Who Should Attend? / Participants:**

Exporters from different regions of Maharashtra including aspiring exporters / entrepreneurs, officials from Government Departments dealing with international trade and executives from international divisions of companies

**Objectives:**

- Expectations from the Foreign Trade Policy 2021-26
- Export Promotion Policy Measures from the State of Maharashtra

- Understanding the top existing and new export opportunities from Maharashtra
- Analysis of the Potential of Asia including Asia- Pacific (APAC), Europe, Middle East and Africa (EMEA) and the Americas (North America & South America) for exports from Maharashtra

**Duration:**

Online sessions over three days.

All class sessions are live and facilitate two- way interaction between participants and faculty via the online mode.

**Session Days and Timing:**

**Programme on: Export Opportunities from Maharashtra**

**6<sup>th</sup> May 2022 – 8<sup>th</sup> May 2022**

<b>Date</b>	<b>Day</b>	<b>Time</b>	<b>Session Topic</b>		<b>Time</b>	<b>Session Topic</b>
6/5/2022	1	10 am-1pm	Foreign Trade Policy of India & State-specific Measures		2 pm - 5 pm	Top Export Products from State (Existing Products)
7/5/2022	2	10 am-1pm	Top Export Products from State (New Opportunities)		2 pm - 5 pm	Potential of Asia including Asia-Pacific (APAC) region for State exports
8/5/2022	3	10 am-1pm	Potential of Europe, Middle East and Africa (EMEA) region for State exports		2 pm - 5 pm	Potential of Americas region (North America & South America) for State exports

**Fees for the Programme:**

Rs. 10,000/- per participant

**Further Training and Consultancy related inquiry, please contact:**

**Indian Institute of Foreign Trade**  
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**Trade Promotion Council of India (TPCI)**  
**Scindia House, Connaught Place**  
**New Delhi – 110001**

### **About Indian Institute of Foreign Trade (IIFT)**

The Indian Institute of Foreign Trade (IIFT) was established in 1963 as an autonomous body under the Ministry of Commerce & Industry to contribute to skill building for the external trade sector of India. It has come a long way to successfully develop into a unique institution involved in imparting knowledge through research and training in international business and trade. The Institute was granted “Deemed to be University” status in 2002. The National Assessment and Accreditation Council (NAAC) has recognized IIFT as Grade ‘A’ Institution in 2005 as well as in 2015. Over the years, IIFT has emerged as a national university with focus on International Business Management and Strategy, and such focus is reflected in all three major activities of the Institute: Research, Training and Education.

The Indian Institute of Foreign Trade was granted the prestigious AACSB Accreditation on 17th November, 2021. With this the IIFT figures amongst the top 900+ Business Schools of the world which have earned this accreditation.

### **About Trade Promotion Council of India (TPCI)**

TPCI is an apex trade and investment promotion organization notified in the Foreign Trade Policy. TPCI is also recognized and supported by the Department of Commerce, Govt. of India. TPCI works towards facilitating the growth of Indian industry with global investment & trade opportunities. The council provides strategies for expanding business internationally, by organizing specialized business events and simultaneously working with the Government by providing policy suggestions which are essentially based on inputs collated from research and industry stakeholders. TPCI regularly maps the most lucrative opportunities across the global market landscape in target sectors and promotes existing and new Indian businesses through participation in trade shows, buyer-seller meets, international collaboration/investment/joint venture opportunities and networking arrangements through overseas missions, trade & investment promotion bodies across the world.