



# MDP on Effective Trade Fair Management 16-18 August 2021

**PROGRAM DIRECTOR: DR. TAMANNA CHATURVEDI**

The Indian Institute of Foreign Trade (IIFT) was set up in 1963 by the Government of India as an autonomous organization to help professionalize the country's foreign trade management and increase exports by developing human resources; generating, analyzing and disseminating data; and conducting re-research. The Institute visualizes its role as a catalyst for new ideas, concepts and skills for the internationalization of the Indian economy. IIFT is also a primary provider of training and research-based consultancy in the areas of international business, for the corporate sector, Government and the student community, at large.

Looking for a buyers connect in an international market has always been the most herculean task for any company be it an export startup venturing into export business for the first time; or an established domestic firm carrying a dream to venture into global markets or an exporter to traditional markets aspiring to expand to newer destinations. Trade fair has always been the most congenial means to look for authentic buyers worldwide. This program will equip participants to select the most appropriate trade fair for their products and make the most out of it towards their endeavor of seeking global business expansion.

## **PROGRAMME CONTENTS:**

- ❖ Identifying the best market for your product
- ❖ Identifying best trade fair within the market
- ❖ Identifying the best product for the identified fair: product level analysis
- ❖ When should you participate in the fair?
- ❖ Getting the best out of trade fair: tricks of trade
- ❖ Negotiating techniques in a B2B meeting
- ❖ Stall design and placements
- ❖ Pre and post trade fair management: pointers

## **PROGRAM PEDAGOGY**

The methodology adopted is easy to understand with far-reaching impacts. Lecture presentations, Videos, case studies, Group Work as well as the reality-based case studies with global perspectives would be the key essentials and deliverables of the programme.

## **WHO SHOULD ATTEND**

Executives and Managers engaged in business development and global expansion from both Public and Private Sector Organizations, Export Promotion councils, Exporters, Traders, Startups.

**HOW TO REGISTER:** Please send email with nominations to [richa@iift.edu](mailto:richa@iift.edu). Online registration facility may also be availed by <http://docs.iift.ac.in/pilotweb/mdp/>

**PROGRAMME DURATION:** 3 DAYS

**MODE OF CONDUCT:** Online

**PROGRAM FEE:** Rs. 18,000/- (+ 18% GST).

**DISCOUNT:** There is a **10% discount** on nomination of **5 and above candidates** from the same organization. The payment can be made through: Online payment gateway on IIFT Website - [https://www.payumoney.com/webfronts/#/index/MDP\\_ETPO\\_Aug\\_2021](https://www.payumoney.com/webfronts/#/index/MDP_ETPO_Aug_2021) or through NEFT (Indian Bank, A/c No.767635122, IFSC Code-IDIB000M089). or through DD/cheque in favour of Indian Institute of Foreign Trade, New Delhi. Please provide the transaction details (UTR No./transaction ID and date of transaction etc. in case of online/NEFT details)

## **Programme Administration:**

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