



CAPEXIL

(Sponsored by Ministry of Commerce & Industry, Govt. of India)

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Half Day Training Programme on “Product Market Identification and Market Entry Strategy”

Date: Tuesday, 24th April, 2018

Venue: EEPC India Conference Hall

Time: 2.30 pm

Faculty: Dr. Gautam Dutta, Professor at IIFT (Indian Institute of Foreign Trade).

Profile of the Faculty:

Dr. Gautam Dutta is an expert in Marketing Management, Technology Innovation Management, Entrepreneurship and Small Business Development and also in International Marketing.

The Session:

This session will include:

- ✓ The trade data availability and use to short list countries for market identification and entry.
- ✓ Use of other tools to understand targetted foreign market for the product/ product of interest.
- ✓ Understanding import intensities and export interest in different countries.

Benefits you are getting:

- ✓ Ways to identify product /market fit.
- ✓ How to use different tools to identify market.
- ✓ To understand the new market entry strategies within the control of a chosen marketing mix
- ✓ Understanding the different forms of entry strategy, both direct and indirect exporting and foreign production, and the advantages and disadvantages connected with each method.

Programme Schedule:

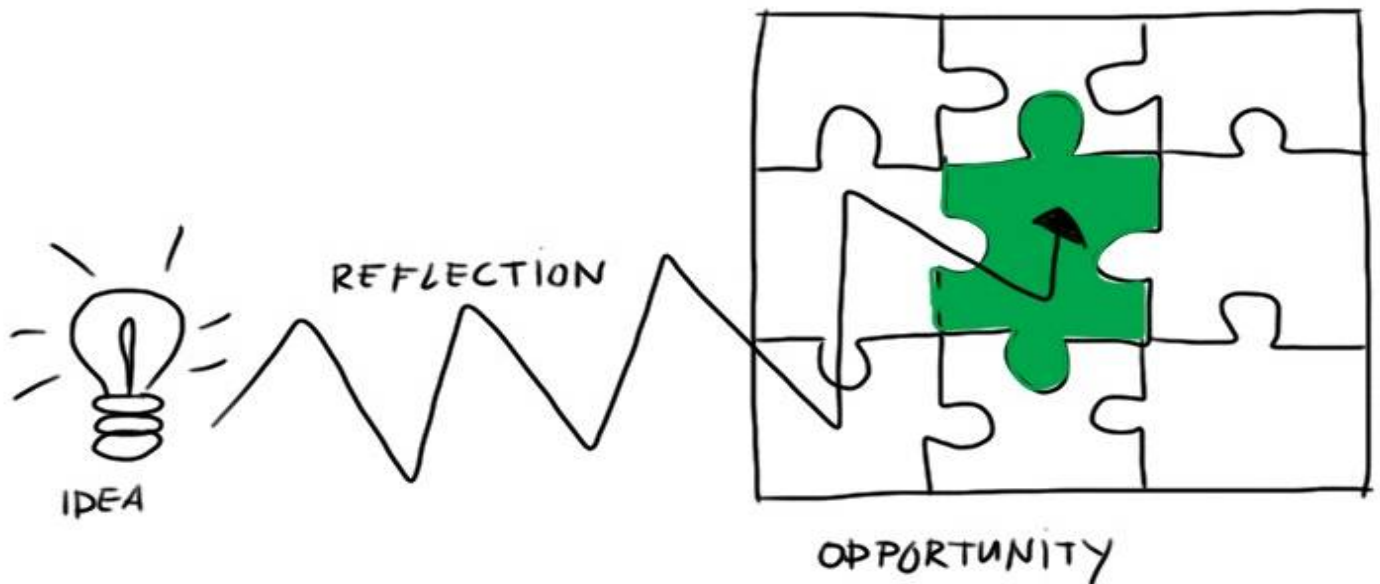
Time	Topic	Speaker
2:30 pm- 3:00 pm	Registration	
3:00 pm – 4.30 pm	Product Market Identification and Market Entry Strategy <ul style="list-style-type: none"> ✓ Trade data availability and use to short list countries ✓ Use of other tools to understand target foreign market for the product/product of interest 	Dr. Goutam Dutta
4.30 pm – 4.45 pm	Tea Break	
4.45 pm – 6.15 pm	<ul style="list-style-type: none"> ✓ Understanding importing intensities and export interest in different countries. 	Dr. Goutam Dutta
6.15 pm – 6.45 pm	<ul style="list-style-type: none"> ✓ Question answer session 	
6.45 pm onwards	Hi-Tea	

PLEASE SEND THE CONFIRMATION FORM DULY FILLED IN AND SIGNED TO:

Mrs. Priyanka Tarafdar at priyanka.Tarafdar@capexil.in

Mr. Uttam Ghosh at uttamghosh@capexil.in

By fax: 2289-1724





CAPEXIL
CONFIRMATION SLIP

Workshop on
“Product Market Identification and Market Entry Strategy”

Yes, I would like to participate

Name: _____ Designation _____

Organization _____

Address _____

Phone: _____ Fax: _____ Email: _____

Signature:

Company Seal

(Please make a copy of the slip in case of more than 1 participant)