



WORKSHOP ON Export Promotion Schemes & EXIM Policy

1-2 March, 2019, New Delhi

Draft Programme

Day 1	
0930 – 1000 hrs	Registration & Networking Tea
1000 – 1100 hrs	Inaugural Session
1100 – 1230 hrs	Session 1: Overview of India's Foreign Trade India's Export performance and prospects covering Export Promotion Programs since launch in 1992 and future prospects Q&As
1230 – 1400 hrs	Session 2: Elements of International Marketing Mix With Case Studies How can you market your product internationally & successfully and Identification of Export Potential Products & Markets Q&As
1400 – 1500 hrs	Networking Lunch
1400 – 1530 hrs	Session 3: Institutional Framework for Export Promotion in India & Abroad Export Promotion Councils (EPCs), FTAs, Multilateral Organisations, ITC Geneva and Import Promotion offices In Developed Countries Q&As
1530 – 1700 hrs	Session 4: India's Foreign Trade Policy Objectives of India's Foreign Trade Policies relating to promotion of Exports during the last 25 years and New Initiatives for Export Promotion in the Current Foreign Trade Policy for 2015-2020 Q&As
1700 hrs	Networking Tea & End of Day 1
Day 2	
1000 – 1130 hrs	Session 5: Elements of Export Sales Contract With special reference to payment Terms and Delivery Terms (Inco Terms) with Case studies Q&As
1130 – 1300 hrs	Plenary Session 6: Export Incentives and Promotion Schemes Covering Duty Draw Back Schemes, Marketing Access Initiative (MAI) Scheme, Special Economic zones (SEZs) Scheme, Interest Equalization Scheme, Merchandise Exports from India Scheme (MEIS), World Trade Organization (WTO) and Generalized System of Preferences (GSP) Q&As
1300 – 1400 hrs	Networking Lunch
1400 – 1530 hrs	Valedictory Session

PARTNERS

