

Taking advantage of export promotion schemes



At Indore. LEFT: On the dais, from left, Mr Mihir Shah; Exim Consultant; Mr Rajesh Bhatia, Director, FIEO(WR); Mr A K Rathod, Development Commissioner, SEZ, Indore; Mr Nishith Choudhary, Mg. Director, CAP & SEAL, Indore; Mr Avinash Naik, Brand Manager, Bizchange.in (The Times Group). RIGHT: A view of the audience.

FIEO (Western Region) organized workshops in Indore and Mumbai on "Export Incentives with Special Focus on Changes in New Duty Drawback Schedule and Amendment in Various Schemes under Foreign Trade Policy."

The first workshop was held in Indore on January 9, 2012, and the second in Mumbai on January 21.

In Indore, Mr Rajesh Bhatia, Director, FIEO (WR), welcomed Mr A.K. Rathod, Development Commissioner, SEZ, Indore, Mr Mihir Shah (Faculty) and Mr Nishith Choudhary, MD Cap & Seal, Indore. He also welcomed the participants and then briefed them about FIEO and the services rendered by the Federation to its members.

Mr Bhatia informed that the Government has been initiating several steps to facilitate the exporters as per the recent amendments in the FTP released in October 2011, the Special Focus Market Scheme was introduced with a view to increase the competitiveness of exports with a geographical targeting by giving an additional 1% duty credit and also informed that FIEO has always been making efforts to facilitate the members through such promotional programmes, workshops which updates the participants

and gather various suggestions for incorporation for further promotion of such programmes.

Mr Rathod appreciated the efforts taken by FIEO (WR) for organizing such an educative programme and giving an opportunity to the exporters in and around Indore to attend such workshops. He said FIEO should conduct such programmes regularly so exporters are updated with different trade activities.

Mr Avinash Naik, Brand Manager, bizchange.in (The Times Group), gave a detailed presentation on Digital Marketing for SMEs.

Mr Shah was the speaker on export incentives in both Indore and Mumbai. In both workshops he gave a detailed presentation on export incentives with special focus on change in the new duty drawback schedule and amendments in the various schemes under Foreign Trade Policy which are divided into the following 3 groups:

Duty Remission

- (a) Duty Drawback (DBK)

Duty Exemption Schemes

- (a) Advance Authorization
- (b) Duty Free Import Authoriza-

tion (DFIA)

Promotional measures

- (a) Export Promotion Capital Goods Scheme (EPCG)
- (b) Vishesh Krishi and Gram Udyog Yojana (CKGUY)
- (c) Focus Product Scheme (FPS)
- (d) Market linked focus product scheme (MLFPS)
- (e) Special Bonus Benefit Scheme (SBBS)
- (f) Focus Market Scheme (FMS)
- (g) Special Focus Market Scheme (SFMS)
- (h) Status Holder / Export House
- (i) Status Holder Incentive Script (SHIS)
- (j) Served from India Scheme (SFIS)
- (k) Market Development Assistance (MDA)

Mr Shah further informed that as an industrialist, manufacturer and exporter it has always been an urge to know that what benefits are available on exporting goods and services. The global business scenario has become so competitive and hence prices need to be worked considering all the factors including the benefits and incentives available. The important thing to be noted by every exporter is that export incentives are product specific and need to be examined it cannot be



At Mumbai. LEFT: On the dais Ms Shyamali Banerjee, Jt. Director, FIEO(WR); and Mr Mihir Shah, Export Import Consultant. RIGHT: A view of the audience.

generalized for all the products and Duty Remission Schemes

Each topic was followed by an interactive session with the participants.

The workshop concluded with a vote of thanks by Mr Choudhary. A total of 51 middle level executives from different sectors, including stu-

dents from management institutes participated in the workshop.

In Mumbai, Mrs Shyamali Banerjee, Jt. Director, FIEO (WR), welcomed the participants and informed them the Government has been initiating several steps to facilitate exporters.

Mr Gautam Das, Senior Vice Pres-

ident, CitiBank, gave a presentation on Micro Economic Overview & Foreign Exchange Risk Management. Each topic was followed by an interactive session with the participants.

Mr Rajesh Bhatia, Director, FIEO (WR) proposed the vote of thanks. Around 45 exporter members attended the workshop in Mumbai. ■

Second batch of Spanish language course begins

The second batch of the Business and Professional Spanish Language class conducted by FIEO Southern Region's "Language Training Centre" started on December 3, 2011. The 15-hour session spread over a month period proposes to help participants learn basic skills in Spanish speaking especially for business negotiations and travel needs.

Spanish is the second largest language in the world with more than 550 million people using it as their mother tongue. Besides Spain, it is the official language of a majority of nations in the South & Central American region and the Caribbean. As FIEO is placing a lot of emphasis on developing the Latin American market for Indian exporters, this Spanish language



Business and Professional Spanish Language Class in progress.

class has attracted good response from member exporters.

Due to the success of the Spanish Business Language Training Programme, FIEO will now be conducting language training in Chinese, Italian, French, Chinese, Korean, Russian and Arabic regularly.

According to the feedback received from the first batch of Spanish Business Language class, after completion of the session, the participants were able to speak and communicate through email. Some of the participants who visited the Spanish Trade Office were able to speak to the officials in Spanish. ■