

Want more buyers? Go online

With the growth of the Internet community and the limitless possibilities the Internet gives to the single user, it didn't take long before someone realized that the World Wide Web is a really good place for the commercial entrepreneur. In the fast changing global economic set up, e-Commerce and e-Business have become key components of business strategy, which not only ensures greater interaction with customers but also help reduce operational costs, informed Prof S.K. Verma from the Indian Institute of Foreign Trade, while addressing a workshop on "Sourcing Overseas Buyers Through Internet and Terms of Payment".

The workshop was organized by FIEO (Northern Region) in association with UPGMS on March 14, 2012 at Firozabad. Prof Verma gave a detailed presentation and apprised the participants on how to use technology in enhancing their business as well as how to source buyers and search important portals.

Mr Mohan Lal Agarwal, President, UPGMS, in his address mentioned that such training programmes will help the small and medium enterprises in not only knowing the latest tools of conducting businesses but will also help them in expanding the same across the globe and increase profits. It will also help exporters from Firozabad and nearby areas which will not only enhance the exports from the region but will also provide employment to masses. He encouraged the exporters to get use to technology and gain from the workshop to enhance their businesses. He appreciated FIEO's efforts in conducting such events.

Mr Mohit Hans from FIEO explained the role of the Federation in export



From left, are, Prof. S K Verma, IIFT; Mr Mohit Hans, MT, FIEO; Mr Sunil Dutt, Coordinator, FIEO, Mr Mohanlal Agarwal, President, U P Glass Manufacturers Syndicate; Mr Devicharan Agrawal, Past President, UP Glass Manufacturers Syndicate.

promotion and development. He thanked all the speakers, guests and participants for showing keen interest in the interactive session and making the event a successful one.

The workshop was attended by a large number of participants who suggested organizing such workshops on the latest technological trends periodically.

Renew your membership for 2012-13

Membership for the year 2012-13 falls due in April 2012. As per the Federation's Memorandum and Articles of Association, the annual membership is to be paid before June 30 of each year. Members who have not renewed their membership may kindly renew their membership before June 30, 2012 by way of cheque/demand draft/pay order drawn in favour of the "Federation of Indian Export Organisations" payable at the respective regions. Bills have already been sent to you separately.

In case of any query pertaining to your membership subscription you may contact FIEO Regional Offices at the following numbers:

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