

Tools for cracking open emerging export markets



LEFT: Mr Unnikrishnan K, Director, FIEO(SR) (left) addressing the meeting. With him is Prof T Pattabiraman, Chennai Business School. RIGHT: A view of the participants.

FIEO organized an exclusive workshop for new members who joined FIEO recently in order to educate them on the various opportunities available in emerging markets and the various strategies to be adopted in entering into this market. The workshop titled "Compete and Succeed in Emerging Market Place with the Support of Market Research Tools" was held on May 18, 2012 at Chennai, and was attended by more than 40 exporters. Presentations on Latin America and Africa as well as various marketing strategies to be followed in these markets etc were discussed during the meeting.

Mr Unnikrishnan K., Director (SR) in his welcome address highlighted the potential of LAC, Africa and CIS markets where India's share in their import basket is considerably low at present. He highlighted the various initiatives taken by FIEO to explore these markets, including participation in important trade fairs and exhibitions with the assistance of Market Development Assistance and requested the new entrants to actively participate in FIEO's overseas programmes. While highlighting the initiatives taken by FIEO to explore

various markets including the Gulf region and the African region, he said FIEO has set up an office-and-warehouse facility in the UAE which will facilitate re-export to Arab as well as various West African countries.

Prof T. Pattabiraman of Chennai Business School in his address explained various strategies to be adopted for entering new markets and the do's and don'ts while doing business with overseas countries. He also touched upon various business etiquettes to be followed while dealing with overseas customers. He gave

various tips to the participants on how to find out marketability of various products, its prevailing prices etc.

Mr Kundan Kanan of HispanIndia made a presentation on the Latin American region, its potential and various constraints faced by exporters while entering this market.

Mr Kanan also highlighted the following points in his presentation:

The share of trade between India and LAC has only been in the range of 5-7% over the last two years. The

Attention All Exporters

Act now to utilize recredited scrips before the expiry date

Members' attention is invited to the DGFT Public Notice No. 105 dated 27.3.2012 under which the time period for utilization of 4% CVD (SAD) against the credit note issued by the Customs authorities has been extended up to 30.6.2012. A circular No. 10.2012 has also been issued by CBEC on 29.3.2012 directing their field formations to ensure issue of credit notes by 30.4.2012.

The time limit for utilizing the recredited scrips is expiring on 30.6.2012. Member-exporters are advised to take necessary action to utilize their re-credited scrips well before the expiry date.

trade trends reveal that countries like Argentina, Brazil, Mexico, Chile, Colombia, Peru, Venezuela and Trinidad & Tobago are the major contributors to India's trade with the region. The Mercosur is a trading bloc in Latin America established in 1991 and its members include Argentina, Brazil, Paraguay and Uruguay. Mercosur was formed to accelerate economic development by facilitating free movement of goods and services amongst the member countries. With intra-regional trade being gradually liberalized, tariffs on 90% of such trade have been removed. India signed a PTA with Mercosur in 2004 with an objective of promoting trade and strengthening its relationship with the member countries.

India and LAC can further strengthen and explore business opportunities in the following sectors:

- Collaboration in the IT and software sectors with India's experience and untapped markets in LAC.
- The financing and banking

sectors, with the growing significance of e-commerce and mobile commerce, could be another area of joint study and technical collaboration.

- Urban infrastructure, such as projects for railways, highways, roads, ports, power plants, electricity, water and gas distribution.

- Further, there is strong urbanization taking place in India, which would require better infrastructure management, power distribution, improved transportation etc.

- Pharmaceutical products, medicines and healthcare with an increased focus on medical tourism and biotechnology. ethanol production in India with Brazilian technology and sale of ethanol produced in Brazil to India.

- Chemical products, agrochemicals, pesticides, insecticides can be exported from India to LAC.

- There could be increased business opportunities in the renewable energy including bio fuels, with

both regions recognising the growing need to develop this sector.

- With climate changes wreaking havoc in the agriculture output, India and LAC could synergise and complement each other to meet the growing food crisis.

Mr S. Ganapathee of Pan Afrique made a presentation on "Opportunities in the African Region" and strategy to be adopted for entering this market.

Mr Ganapathee highlighted the various opportunities available in this market, including trade, hospitality, re-export, IT, mining, manufacturing, etc. He also advised the exporters to include the risk factors while entering this market. He also informed that the best way to get to know about a potential business proposition is to participate in exhibitions and trade fairs.

Mr Thyarajan V. of Alibaba.com made a presentation on "Doing Business through Internet". ■