

Connecting exporters to the online market

With the growth of the internet community and the limitless possibilities it 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 setup, e-Commerce and e-Business have become key components of business strategy, which not only ensures greater interaction with customers but also helps in reducing operational costs said Mr Abhishek Tayal, Deputy Director, FIEO (Northern Region) while addressing the workshop on "Business Opportunities Overseas" at Agra organized by FIEO (Northern Region) in association with the National Chamber of Industries and Commerce (NCIC) on January 12, 2012.

Mr Tayal informed that the integration of information and communication technologies has revolutionized the modus operandi of any business. The development of the internet and web-based technologies has removed distinctions between traditional markets and the global electronic market places. The internet has become an integral part of everyone's life. Today, the internet has changed the entire world, transforming it into a global village.

The internet has reduced distances. It has opened a vast source of information which gives everyone various options for sale and purchase. Buyers now use the internet more often to search about the newer supplier. The same is true for the supplier also. If you know the correct ways of searching through the internet, you may reap great benefits. He also mentioned that in India even now there are a large number entrepreneurs especially in the SME sector who are not using the internet as they are still not



From left, Mr Ankur Nautiyal, Management Executive, FIEO; Mr Suresh Chand Bansal, Vice President, NCIC; Mr Vishnu Bhagwan Agarwal, Chairman, NCIC; Mr Abhishek Tayal, Dy. Director, FIEO; Mr Mukesh Agarwal, President, NCIC; Mr Prof. S K Verma, IIFT, Delhi; Mr Narender Singh, Vice President, NCIC; and Mr Gomit Jain, Media in-charge, NCIC.

aware of its reach and power.

Mr Mukesh Agarwal, President, NCIC, in his address mentioned that such kind of training programmes will help small and medium enterprises in not only knowing about the latest tools of conducting businesses but will also help them in expanding the same across the globe. It will also help exporters from Agra and nearby areas to find new export destinations other than conventional markets. He encouraged the exporters to get used to the technology and gain from the workshop to enhance their businesses. He appreciated FIEO's efforts in conducting such events.

Prof S.K. Verma from IIFT, New Delhi, in his detailed presentation apprised the participants on how to use technology in enhancing business as well sourcing buyers through the internet. There are many companies who deal only via the internet; for instance ebay. It has defied the conventional method of buying. Earlier people use to go to shop to see and feel product before buying. Now you get online deals where you see the product photographs. On the internet, you win if you appear in the first few listed websites in a

search. Search engine optimization is one such technique which increases the listing of your website, thus making it more accessible. There are methods to choose keywords which connect to your website. He also clarified various doubts of the exporters regarding terms of payment and export documentation.

Mr Vishnu Bhagwan Agarwal, Chairman, NCIC, said sourcing buyers through the internet is of vital importance in today's competitive world. He said that exporters in Agra are very much enthusiastic and keen to learn methodologies in sourcing buyers and expand business overseas. He thanked FIEO for initiating such effort for arranging workshop on imparting these skills to the exporter community.

Mr Ankur Nautiyal, Management Executive, FIEO, 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 similar workshops on the latest technological trends periodically. ■