



TRAINING WORKSHOP on
‘Capacity Building in Export Promotion & EXIM Policy’
Monday, February 24, 2020 Lucknow, Uttar Pradesh

Export-led economic growth model is imperative if India has to achieve sustained double-digit growth, create mass employment opportunities and increase per capita income. The diversification of exports is crucial for balanced economic growth and is vital to guarantee long-term sustainability and overall economic welfare of the nation. The diversifying export earnings is seen as the key driver of employment and poverty eradication.

India ranks 19th in terms of overall merchandise exports and 12th in terms of overall merchandise imports in global rankings. With more trade liberalization policies in offering by the pro-business Indian Governments, there lies plenty of opportunity for establishing a successful Import-or-Export Business for Indians. However, to undertake an import or export business, Entrepreneurs must have a strong understanding of all documentation pertaining to import or export transactions. They should be familiar with Export Promotion Schemes - Duty Drawback, MAI, ASIDE/TIES, Export Infrastructure Scheme, Make in India Action Plan, Merchandise Exports from India Scheme, 100% Export-oriented SEZs, Interest-Subvention/Interest Equalization Schemes, Town of Export Excellence, Product diversification Scheme, etc. Devising suitable exports promotion strategies for a sustained economic growth of the nation is the need of the hour.

To address the above, **The Policy Times** (*A Deksun Media Pvt. Ltd. initiative*) in collaboration with **UP Exports Council** proposes to organize a **Workshop on “Capacity Building in Export Promotion”** on **Tuesday, February 25, 2020 in Lucknow, Uttar Pradesh.**

There would be **speakers** from **Centre for Trade and Investment Law (CTIL-IIFT, Export Promotion Councils, Quality Council of India (QCI), STC, MMTC, PEC Ltd., international export promotion organizations, etc.**



About **70-100 participants** would join including **start-ups, Exporters, Traders, Trade Support Institutions**, and all stakeholders involved in export and import sectors.

As government decides to establish **One District One Product (ODOP) Clusters**, The Policy Times can organize workshops in these clusters to improve capacities of the enterprises in the following districts-

- Ghaziabad (Engineering Goods)
- Hapur (Home Furnishing)
- Firozabad (Glass Ware)
- Fatehpur (Cotton Rugs)
- Etawah (Textile products)
- Amethi (Moonj products)

The expected outcomes of the Workshop will be as under:

- Generate support for stakeholders in taking a strategic approach to exports development
- Enable enterprises, the Government, and sector-related institutions to better understand regional and global market requirements, opportunities and challenges; and
- Improve capacities of enterprises
- Increase international competitiveness of local enterprises for exports



Proposed Draft Agenda

0930 – 1000 hrs	Registration & Networking Tea
1000 – 1100 hrs	Inaugural Session
1100 – 1300 hrs	Session 2: Bilateral and Regional Trade & Investment Treaties How can you leverage the bilateral and regional Free Trade Agreements (FTAs) and Bilateral Investment Treaties Q&As
1300 – 1345hrs	Networking Lunch
1345 – 1545hrs	Session 3: Institutional Framework for Export Promotion in India & Abroad Export Promotion Councils (EPCs), Multilateral Organisations, ITC Geneva and Import Promotion offices In Developed Countries Q&As
1545 – 1600 hrs	Tea Break
1600 – 1800 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
1800 hrs	Networking Tea & End of Programme
