



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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EPCH ORGANIZED A SEMINAR ON IDENTIFYING NEW PRODUCTS & MARKETS FOR EXPORTS AT MORADABAD REGION (U.P.) AT EPCH OFFICE, MORADABAD ON 12TH DECEMBER, 2013 (THURSDAY)

The EPCH organized a seminar on "Identifying New Products & Markets for Exports" from Moradabad Region at EPCH Office at Moradabad on 12th December, 2013 (Thursday). Mrs. Vaishali Dhingra, Associate Professor, Teerthanker Mahaveer University, Moradabad, U.P. and Mr. Paritosh Sharma, Associate Professor, Teerthanker Mahaveer University, Moradabad, U.P. made a detailed presentation on Identifying New products & Markets for Exports.

The objective of the seminar was to provide the required knowledge on the new markets & existing markets for small & medium exporters who are engaged in handicraft sector. The speaker interacted with the participants wherein over 40 exporters, NGOs & Artisans were present.

During the seminar Mrs. Dhingra informed the participants about the new trends of Indian market & international market, product selling season, USP of product & quality of product. She informed the participants about the market selection criteria:-

1. Market Potential
2. Market Access
3. Shipping Cost & Time
4. Potential Competition
5. Service Requirement

Mrs. Dhingra further informed about the need in present world marketing scenario for Product Selection, Corporate Strategy, Market Share, Market Growth Rate, Bargaining power of Buyer & Anti Dumping.

Mr. Paritosh Sharma, Associate Professor, Teerthanker Mahaveer University, Moradabad, U.P., briefed exporters about the international marketing aspects and also about the Import Export Bill, Product Substitute / Skill Development & Man Power.



