



Export Promotion Council for Handicrafts

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-110070

Tel: 91-11-26135256

Fax: 91-11-26135518,26135519

Email :focusregion@epch.com

web : www.epch.in

REPORT ON AWARENESS SEMINAR ON “ADVANTAGE OF DOING BUSINESS IN & WITH YIWU, CHINA” AND SOCIAL MEDIA - IMPORTANT TOOL TO MAXIMIZE PRESENCE & SALES ON 14TH OCTOBER, 2015”, AT THE BOARD ROOM, GROUND FLOOR, INDIA EXPO CENTRE AND MART, GREATER NOIDA

The Export Promotion Council for Handicrafts conducted number of seminars for its member exporters to educate them on new and emerging issues related to exports during the IHGF Delhi Fair autumn 2015. On 14th October, the Council organised a seminar on two very important issues. First, Advantage of Doing Business in & with Yiwu, China and secondly, Social Media - Important tool to maximize presence & sales at India expo centre and mart, Greater Noida.

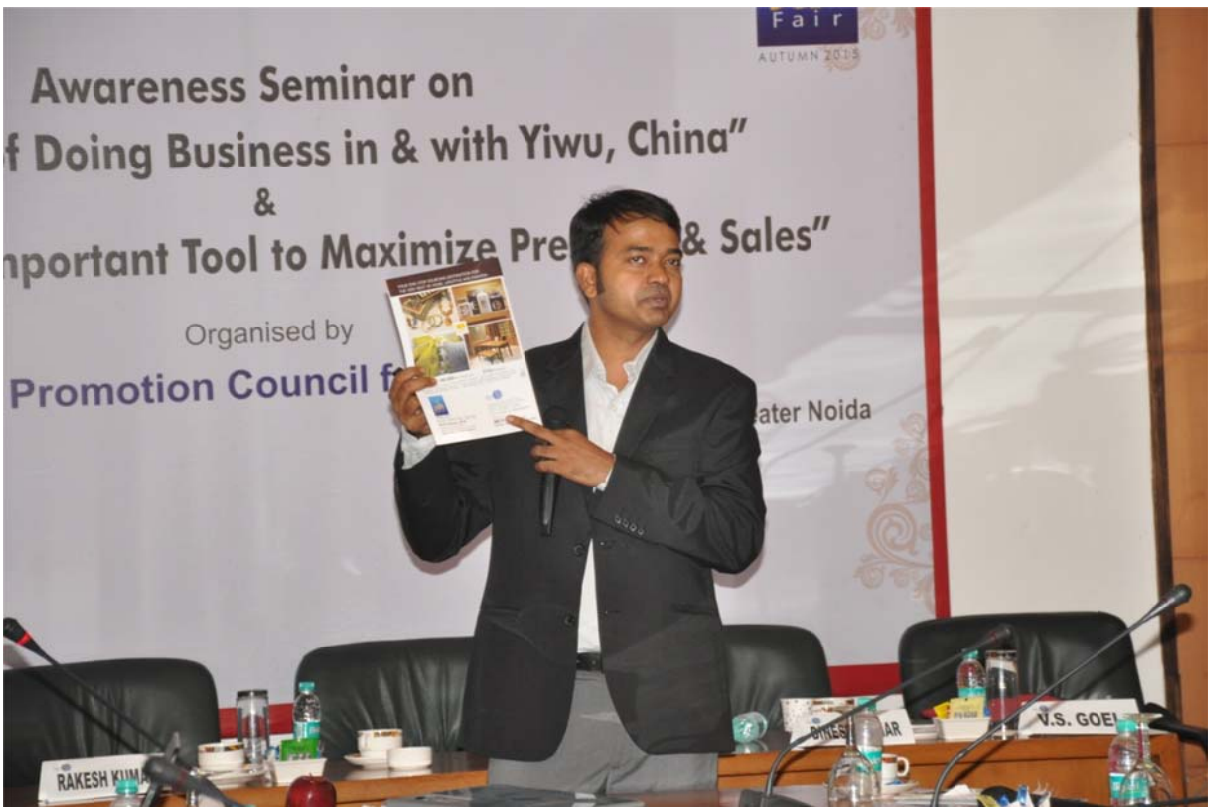
Mr Rakesh Kumar Executive Director of EPCH was present during the seminar. He introduced the Chinese delegation with the audience. He told the exporters how they can expand their business in china with help of EPCH.







Dr. Vigneswara from IIT Delhi delivering lecture in the Seminar





The seminar was attended by more than 40 delegates from different export houses. The guest speaker for the event on the first topic was Mr. Wang Bi Rong. Mr. Wang is Director General of Bureau of Commerce, government of China.

Mr. Wang discussed about the various advantages of doing business in Yiwu, China. He discussed how Indian exporters can get benefit by exporting their products to China. A team of delegation from China also visited with Mr. Wang.

Dr. Vigneswara discussed about the role of social media in the expansion of business. He told the exporter how they can use social media tools like facebook, YouTube, watapp etc. to minimise their cost.

Dr. Vigneswara discussed in detail if any business has presence on social media sites like Facebook or Twitter, they can use those networks to help and find the right person for their business. One can get the word out, and can also target people who regularly interact with.