

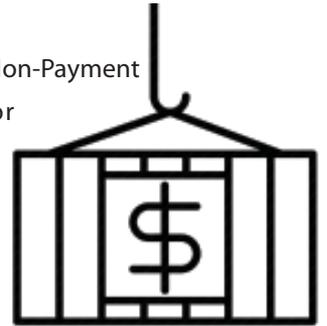
Resolving Buyer-Shipping Line-Buying Agent-Exporter Grievances

Link to recording: <https://youtu.be/xX6jDENCoiA>

3rd June 2020: This session was organised in association with Federation of Buying Agents. It was attended by over 200 member exporters from PAN India basis including Mr. Ravi K Passi, Chairman, EPCH; Mr. Raj K Malhotra, Vice Chairman, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH. This was a session on resolving buyer-shipping line-buying agent-exporter grievances, with guest panelist, Mr. Lokesh Parashar from Adkindia LLC and representing Federation of Buying Agents. This was organised in course of IFJAS Virtual 2020. Also present were, Mr. Vineet Bhatia, President, IFJAS Virtual 2020 and the fair's Vice Presidents- Ms. Nupur Batra and Mr. Anshul Gola.

Mr. Lokesh Parashar from Adkindia LLC underlined the role of buying agents in international trade and how their presence in the export chain can increase the order booking of exporters, servicing them and their buyers on order booking, processing and even in settling disputes. As an introduction, he pointed out to 'Cargo Damage' being a primary reason for disputes as it is not consequent to actions by the manufacturer, the buying agent or the buyer but by mismanagement and mishandling by the carriers. Since they are huge in their capacities, they monopolise the entire industry. Even freight forwarders or insurance companies cannot help in such a situation. He spoke on the need for managing this problem. Statistically if you look at the cargo damage solutions, out of 10, even 8 wouldn't be entertained. Out of the 2 there would be hardly addressing only 1 and that too would yield 10-15 Rupees if the claim is for 100 Rupees. These happen with full container loads of consignments. Losses are primarily absorbed by the exporters and the buyers.

Another issue he took up was 'Non-Payment on the part of Customers'-for cancelled orders or for any miscommunications or any quality claims; the industry has experienced many false claims on the part of buyers. In present circumstances two reasons have taken prominence - buyers have either gone bankrupt or they just did not pay. And there are instances where services of the buying agent were not paid for. Mr. Parashar's presentation included a brief introduction of Federation of Buying Agents (formed in December 2018 and for the fraternity across nations) and their services - 3G principles of Growth, Grievances and Generate. Speaking about Cargo Damages he said, "such problems are usually not addressed by anyone. Even if you have an insurance it does not mean that the shipping line cannot be held liable. But somewhere in the fine lines of documentation, or processes, nobody looks at the legal terms," and added, "that is where we have maritime lawyers who have made us understand that the shipping lines have to pay for such damages."



Mr. Parashar then touched upon the next issue of the buyers not paying for products and services, owing to varied reasons of their own. He shared examples on cargo claims that go unaddressed, how the cost is absorbed and how they can actually be dealt with.

This session concluded with Mr. Parashar enumerating the services of the Federation, their global network, cases in hand, etc. The session ended with an interactive Q&A. ■



Digital Marketing : Winning big with Technology

4th June 2020: This was organised in course of IFJAS Virtual 2020 and was attended by over 200 member exporters from PAN India basis including Mr. Ravi K Passi, Chairman, EPCH; Mr. Raj K Malhotra, Vice Chairman, EPCH; Mr. RK Verma, Executive Director, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH. Also present were, Mr. Vineet Bhatia, President, IFJAS Virtual 2020 and the fair's Vice Presidents- Ms. Nupur Batra and Mr. Anshul Gola. The expert panelist was digital marketing expert, Mr. Anuj Khanna, co-owner & CEO, Sava International, Gurgaon.

Mr. Anuj Khanna began by saying that this is the right time for digital marketing and it's the way forward so it's crucial that all exporters are ready to embrace it. Many have websites and already have a digital marketing team but still get no real deals or breakthroughs and they feel online marketing platforms work for others but not for them, he added and went on to share guidelines on the topic. He elaborated on How to generate abundance of leads/inquiries using LinkedIn Marketing; How to create content for Digital Marketing; How to deliver & amplify one's marketing message to targeted customers;

Taking charge of 5 building blocks of global sales; How to increase lead conversions drastically; and how to consistently keep adding new customers.

Citing 7 facts about offline sales, Mr. Khanna touched upon facts like, more than 83% businesses don't meet their lead generation goals; 44% of salespeople give up after one follow-up; an average salesperson makes only 2 attempts to reach a prospect; research shows that 35-50% of sales go to the vendor that responds first; due to budgetary constraints, over 80% of exporters cannot attend expensive international trade fairs or travel abroad to meet limited customers; over 87% salespeople forget their past customers and don't go back to them; and over 63% clients don't know the full range of services

1. Explosion of Lead Generation
2. Improved Conversion Rates
3. Cost Effective than Traditional Marketing
4. Your Business is open 24 hours for 365 days & "Mauke Ki Dukan"
5. Higher Revenue
6. Reach Qualified Buyers
7. 1 to Many Sales at the same time



04 JUNE 2020

Link to recording:
<https://youtu.be/STPYC4saTbA>

How to Win Big Using Digital Marketing

Studied from the University of Bradford, UK and International Business Training from Berkeley University, California, Mr. Khanna is the co-owner and CEO of Sava International, a premier 39 years old home textiles export house. Career spanning 17+ years as entrepreneur, trainer, investor. His presentation would cover 3 key areas on B2B Digital Marketing for exporters to use immediately.

Mr. Anuj Khanna
co-owner & CEO,
Sava International

★ **Is creating your Marketing Content a Challenge?**

- For your Email Marketing
- For your Website
- For Social Media Presence

★ **Deciding what content is needed?**

- Show / give / tell people what they want
- Seduce people to read your content
- Reason(s) to "force" visitors to generate leads (Lead Magnet)
- USPs / Mafia offers (for generating sales)
- Reason(s) for existing buyers to buy again and more often

It **MUST** build **Curiosity, Interest, Fear** or show **Benefits...**

- ★ Facts
- ★ Secrets
- ★ Real Talks
- ★ Top
- ★ Best
- ★ Tips
- ★ Undisclosed

The **Science of Numbers** in Marketing...

- ★ Always use numbers
- ★ **Odd numbers** sound more authentic
- ★ **Percentages and Fractions** seem highly researched and analyzed

that their vendors offer. Thereafter he shared benefits of online marketing and its extended outreach. He suggested that focus should be on 3 areas of business : Operations, Sales & Marketing & Production and explained about the percentage focus on each one of them. Thereafter, he shared 5 building blocks of sales : No. of leads/inquiries, Conversion ratio, Average dollar/Rs. sale, No. of transactions and Margin. Speaking about online presence he presented a checklist of social platforms/pages and how one can choose the right one and effectively use them. Mr. Khanna explained about online content marketing strategy as well as

3 Most Effective Platforms for Delivery & Amplification of your Content for B2B

delivery & amplification of content (for prospective clients) and then follow-up. He urged the audience to communicate about their strengths, USPs, best selling products (reviews), white papers, product demos, product catalogues, case studies of areas specific to one's products, tips, testimonials, etc. on their social pages to build in curiosity, show benefit and catch attention. He then explained about the buying cycle and how buyers evaluate a company, work with it, refer it to others, etc. Mr. Anuj Khanna also offered strategies on using digital marketing tools like LinkedIn, e-mails and website to deliver and amplification of content for N2B as well.

Let's understand the buying process...



in LinkedIn Marketing

LinkedIn is the world's largest professional network with more than 575+ Million members, and growing rapidly

Who are you looking for on LinkedIn?

CEO's, Purchase Managers, Buyers, Country Heads, Directors, Business Owners

LinkedIn Lead Generation is a 3-step Process

1. Build Connections
2. Build Influence and Initiate Conversations
3. Generate Leads (Calls, meetings)

Email Marketing

- ★ The **Highest Conversion** platform for B2B
- ★ Consolidated and Building your **Master Emailing List**
 - Consolidate lost/ current and potential Customer list
 - Get email IDs from your website
 - LinkedIn Connects
 - Trade Directories
- ★ Stay Away from **Spamming**
- ★ Create a **Sales Sequence of Emails**
 - Day Wise: 1st Day....3rd Day.....5th Day and so on
 - Date Wise: Send emails on specific Date
- ★ Delegate or Automate (Auto Responder)
 - Mail Chimp (FREE 2000 monthly subscribers, 12000 emails)



Sustainable Textiles & Home Accents

Trends & Spaces for growth

14th June 2020: Initiated by **Mr. Rajesh Rawat, Joint Director, EPCH**, this was attended by over 230 member exporters from PAN India basis including Mr. Ravi K Passi, Chairman, EPCH; Mr. Naved Ur Rehman, Vice Chairman, EPCH; Mr. R K Verma, Executive Director, EPCH and the guest panelists - Mr. Deepak Gaba, Founder and CEO of 3S; Mrs. Fiona Caulfield, an experienced senior buyer and retail strategist; and Mr. Jayesh Saxena with a varied experience of working with many textile mills in India.

Mr. Deepak Gaba explained about the 5C's of Happy Business i.e. Customer, Competence, Creativity, Care and Consciousness. He touched upon the disruption in the smooth functioning between 'customer, competence and creativity' owing to the pandemic and how it can be strategically rectified with care (customer, team, self) and consciousness (humanity, nature). With a deep understanding of the local market, as well as strong relationships with over 200 manufacturing factories and supply chain partners, Mr. Gaba's firm, 3S has become the partner for direct imports from

Home Accents — **India's Offering** — **Sustainability Need**

12th June 2020 (FRIDAY)
6:30pm IST
 (6am PDT, 9am EDT, 2pm BST, 3pm CEST)

Link to recording:
<https://youtu.be/nCAX99gM0b4>

GUEST PANELISTS



Mr. Deepak Gaba

Mr. Gaba is the Founder & CEO of 3S. An MBA in International Business, he is skilled in strategic management and an experienced & qualified international business expert.



Mrs. Fiona Caulfield

Mrs. Caulfield has been a Senior Buyer for John Lewis, Hobbycraft and Laura Ashley. She has a reputation for turning over highly successful retail strategies, range plans and products.



Mr. Jayesh Saxena

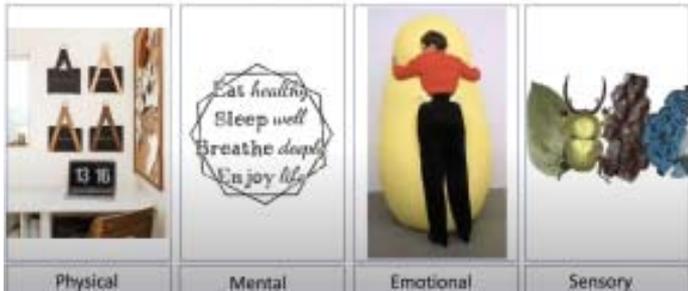
Mr. Saxena is a B. Tech in Textile Technology from Technological Institute of Textile & Sciences, Bhiwani. Over the 25 years of experience working with major textile mills in India.



India. Their technical platform, lean processes and systems position them for agile risk assessment and management to bring competencies in cost and quality. Their clients include importing and retail companies from across the globe.

Against the background of life and world coming to a halt and retail deeply affected **Mrs. Fiona Caulfield** pointed out to the silver lining - the earth healing and Mother Nature taking over, offering hope & solace and an increasing inclination of people finding solace in natural and sustainable things as well as "choosing things differently". This has led to an emergence of 'green spaces'. Mrs. Caulfield elaborated about the 'green spaces' for growth home. She informed about the 4 main areas for product development within

There are 4 main areas for product development within the home accents market



Peaceful Living = Organised Mind



Cosy Living: Hunker Down & Love Your Home



the home accents market, i.e Physical, Mental, Emotional and Sensory, to appeal to the present state of mind in consumers. Within this there are a lot of areas for opportunities and growth. For example, home office spaces can be catered to with an interesting product offering in furniture, accessories, lighting, etc. that can be multi-functional or personalised; pet related products that are seeing renewed demand; accessories for green spaces and mindful wellness; sustainable products that help organise things at home and appeal to the sensory too; kits that help people create craft items and take comfort & pride in them; products that contribute to 'cosy living (home in a box is an interesting theme for retail here), etc.' In product development one should always remember to put creativity in the product. Creativity is the key to success for the product. Product should also connect the lives of the target audience and we have to

Me and my best friend, lost in nature



Unlocking new potential, the power of learning something new



Consumers are suspicious and are willing to question authenticity and process

They are increasingly against landfill, waste during manufacturing, shipping and products with a limited or disposable end use

really get under the skin of this target audience to bring out offerings that fit into their requirements perfectly," she emphasised.



Mr. Jayesh Saxena spoke on sustainability textiles - it has 3 pillars i.e Economic Development, Social Development and

The Three Pillars of Sustainability		
<p>Economic Development</p> <p>The supply and demand market is consumerist in nature and modern life requires a lot of resources every single day; thus getting what we consume under control is the paramount issue. Economic development is about giving people what they want without compromising quality of life.</p>	<p>Social Development</p> <p>There are many facets to this pillar. Most important one is awareness of and legislation protection of the health of people from pollution and other harmful activities of business and other organisations.</p>	<p>Environmental Protection</p> <p>We need to protect the environment. All of the above and more while tackling the effects of climate change, pollution and other environmental factors that can harm and do harm people's health, livelihoods and lives.</p>

Environment Development. He also informed about the certification and compliances in textiles industry. ■

Online Businesses for Home & Lifestyle Pitfalls and How to Succeed

16th June 2020: This was attended by over 230 member exporters from PAN India basis including Mr. Ravi K Passi, Chairman, EPCH; Mr. Raj K Malhotra, Vice Chairman, EPCH; Mr. R K Verma, Executive Director, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH. Guest panelists were, Mr. Deepak Gaba, Founder and CEO of 3S; and Mrs. Monika Simon, Founder & CEO, Carla & Marge.

Mr. Deepak Gaba initiated the session with a background on his experience of being associated with an online mail order company that is 75 years old today. His 3S company is a 20 year old company with a team of 50 located in 7 offices across India with experience in design, merchandising, quality assurance and logistics.

With his presentation he informed the audience how online businesses have given tough competition to brick & mortar stores. He stated that key ingredients for success in such businesses include : Vision, Passion, Values, Team, Mission and Action - six factors without which nobody can succeed. Thereafter, he said that it is integral to define one's space and place in the market with focus on Business Model, Solution, Brand, Market Segment, Customer and Competition Landscape. "Develop a Brand key to capture the essence of your business and let that be your DNA," he said. Mr. Gaba touched upon some examples in the online home & lifestyle category and went on to point out trends and drivers for such businesses : Ready to Assemble, Small space solutions, Multi-functional capabilities, Tech embedded products, eco-friendly material, Sustainability, Design, Influencers, etc. He also touched upon few important things in furniture business

that are: Customer selection, Channel selection, Target audience, Channel partner, Product mix, Budgeting in various departments, Sourcing, Product development, Logistics, Quality Assurance and compliances.

Mrs. Monika Simon highlighted that there are many strong players present in the online business market and competition with them is super expensive. To compete with them, one should do niche strategy or some unique strategy. Focus should be on new ideas. Branding and Effective communication are key driver in online business. Selecting best tools are must. She added that few things to remember for branding and effective communication are : Private labels, Customer support engagement, After sales services, Ideations and Interesting Story behind the product. ■

Front end management - Product and Marketing
Back end management - Sourcing and Supply Chain

16th June 2020 (TUESDAY)
2:30pm IST (9.00 hrs GMT)

Link to recording:
<https://youtu.be/-xF7vuZ3Rnw>

GUEST PANELISTS



Mrs. Monika Simon
Founder & CEO, Carla & Marge

Mrs. Monika Simon has over 20 years of experience in building brands, sourcing and merchandising of home & lifestyle products. She has lead Home 24 and Hoeffner in their private label brand development and sourcing.



Mr. Deepak Gaba
Founder & CEO, 3S

Mr. Gaba an MBA in International Business, he is skilled in strategic management and an experienced & qualified international business expert.