

# Seminars & Presentations

17th October 2019: [The Next Big Wave of Importers is Coming – Are You Ready?](#)



With distinctive speakers from USA, Singapore and Australia, this seminar aimed to guide the attendees on the fast growing e-Commerce industry and carve their success stories. This industry grew from Rs. 22,400 crore in 2013-14 to Rs. 33,400 crore in 2014-15, marking 49% growth in just one year. By 2020, the industry is predicted to value Rs. 50,400 crore. Last year many offline businesses turned to online retail and popular marketplaces like Flipkart, Snapdeal and Amazon have become the new shopping malls of the online world. There are 50,000-1,00,000 e-Commerce merchants on these online marketplaces.

**Ms. Meghla Bhardwaj** from Singapore - founder of India Sourcing Trip, the first-ever learning + sourcing + cultural guided tour for global e-Commerce and Amazon sellers to India, explained about retail versus e-Commerce and spoke with focus on Amazon, USA. Taking the audience through the current market situation of



*Speakers at this seminar included Ms. Meghla Bhardwaj from Singapore - founder of India Sourcing Trip; Mr. Tim Jordan from USA - CEO/Founder of Hickory Flats, Inc. and Founder of Private Label Legion; Mr. Gary Huang from USA - owner of a number of private brands, founder of 80/20 Sourcing and the 7 Figure Seller Summit; and Ms. Margaret Jolly and Mr. Kevin Oldham Amazon sellers from Australia who source all their products from India*

conferences. She also runs her own podcast and YouTube channel for Amazon and e-Commerce sellers.

**Mr. Tim Jordan** from USA - CEO/Founder of Hickory Flats, Inc. and Founder of Private Label Legion, who has recently started sourcing products from India explained about how can people built their own brand on Amazon and also discussed some

a retail apocalypse in USA she said, around 4,300 stores owned by big brands expected to close in 2019 as because people in USA are buying more online and don't prefer going to the stores. Big names like Gap, JC Penney are Victoria's Secret are included in the list, she said and spoke of the immense potential of a buyer base on Amazon. She touched upon Amazon's various features and support for sellers, including established ones as well as those who wish to start a new business. Ms. Bhardwaj also emphasised on the potential in the US market for Indian sellers doing home decor and the importance of learning about certain guidelines like packaging which Amazon is very particular about. Ms. Bhardwaj has over 19 years' experience in the sourcing industry in India and China. She lived in Shenzhen, China for over 9 years working closely with suppliers and buyers. Since 2016, she has been organising an e-Commerce conference in Hong Kong for global e-Commerce private label sellers. She has presented at many sourcing and e-Commerce

drawbacks about sourcing from India. "Products here are extremely good but people here not punctual, it gets difficult to connect with them on time," he said. He also detailed about an easy payment application called PingPong and answered several queries. Mr. Jordan started e-Commerce unintentionally and quickly built a 7-figure business within less than a year. He brings with him a wealth of knowledge and experience in finding profitable niches to sell on and off of Amazon, and sourcing efficiently. He teaches unique ways to do product research on and off Amazon.

**Mr. Gary Huang** from USA - owner of a number of private brands, founder of 80/20 Sourcing and the 7 Figure Seller Summit, suggested some of the ways to get in touch with the top Amazon sellers and also discussed about brand building on Amazon. Mr. Huang has helped e-Commerce entrepreneurs save time and money sourcing products and scale their businesses. He has worked with hundreds of Chinese suppliers, having managed multimillion dollar sourcing campaigns for clients in the US and Latin America. He has been selling online on Amazon, eBay, Shopify,

as well as his own websites over the past 10 years. He owns a number of private label brands.

**Ms. Margaret Jolly** and **Mr. Kevin Oldham**, Amazon sellers from Australia who source all their products from India, discussed about their experience in Moradabad and spoke about partnering with exporters and then selling on Amazon. They started selling on Amazon 2.5 years ago, and had limited success with China products. They started importing from India 1.5 years ago, and have been able to successfully build a profitable 6-figure brand on Amazon. Ms. Jolly also coaches and mentors new sellers.

**Mr. Chris Thomas** from Australia, Amazon coach and consultant as well as host of The Australian Seller Podcast, and speaker at conferences around the world, discussed about freight charges and the costs involved in selling on Amazon. He also answered some queries on handling single product queries which exporters get on Alibaba.com. Mr. Thomas has been involved in e-Commerce since 2011 and is currently doing \$500,000 per year with 4 products. In 2013, he raised \$110,000 on Kick-starter for his own product. He launched on Amazon US in 2015.

## 17th October 2019: Risk Mitigation and Export Insurance (ECGC)

This seminar, held on 17th October 2019 saw **Mr. Partha P. Banerjee**, Asstt. General Manager, ECGC, inform the participants about the Export Credit Guarantee Corporation of India Limited (ECGC) and detail about its export credit insurance support to Indian exporters, touching upon credit insurance covers to exporters, credit insurance covers to banks, domestic credit insurance covers to exporters and banks, overseas investment insurance covers to protect Indian entrepreneurs investing in overseas ventures, and exchange fluctuation covers. Mr. Banerjee further informed the participants on how they can manage their credit risks. The session was very



interactive and the participants shared their queries and got some insights on the issues they were facing, pertaining to costs.

## 18th October 2019: Foreign Exchange Services to SMEs



This seminar, held on 18th October 2019, aimed to guide the attendees on financial and business matters to evaluate information, merits and risks of export in the context of their financial position and particular circumstances.



*Mr. Sushil Kumar, DGM(IB), SBICRM; Ms. Seema Srivastava, AGM& Faculty(IB), SBICRM*

The speakers - **Mr. Sushil Kumar**, DGM(IB), SBICRM; and **Ms. Seema Srivastava**, AGM& Faculty(IB), SBICRM, offered guidance on how to have financial capacity to bear the risks involved in an export business. They stressed on the importance of banking in export businesses as all transactions are routed through banks. RBI has come up with specific schemes of export finance where better rates are provided to exporters. They detailed on specific schemes and incentives provided to SMEs like, FOREX products for SMEs that can be grouped under two categories: fund based and non-fund based. Special features of export finance such as LC, government incentives, interest rate, availability in FC at LIBOR linked rates and ECGC cover were touched upon. The speakers spoke on export finance (Pre-Shipment and Post-Shipment). The audience was then made aware of the various benefits applicable to them. Risks and benefits of taking Credit in foreign currency and Indian currency, bills under Letter of credit, Liquidation of post shipment and applicable charges were discussed at length. The audience was further informed about the Gold Card scheme.

## 18th October 2019: Technical Competence in Packaging

Expert faculty in this seminar, **Mr. Madhab Chakraborty**, Joint Director and, Regional Head, IIP Delhi and **Mr. Lalit Mohan Gupta**, Director, Package, Design, Research & Test Lab, made insightful presentations on obtaining technical competence in packaging. **Mr. Lalit Mohan Gupta**, started with 'transport packaging' using corrugated boxes and Kraft paper in which he explained parameters for packaging - bursting strength, compression strength, edge crust test (ECT) and Moisture absorption (cobb), through an illustrative presentation, detailing differentiation and

reason for various parameter tests. He addressed a concern of moisture content in boxes that was overcome by drying boxes individually before packing them. Thereafter **Mr. Lalit Mohan Gupta** referred to the plastic ban in India that meant to be good as well as bad news for exporters. Good is exporters in SEZ and other export oriented units who are exporting items can use plastic packaging. Bad news is most buyers from UK, Europe and in time even USA will ask exporters to stop using thermocol, bubble sheet, EP foam and PU foam. He introduced some eco-friendly cushioning for effective packaging which will replace thermocol by die cut solutions made of corrugated boards and special mega size flutes with special GSM and quality of papers, die cut in board form to replace thermocol, also beehive paper and shredded board to replace bubble sheet. Discouraging wood, they have introduced honey comb pallets for weight exceeding 250 kg and corrugated board pallet for weight up to 250 kg.

**Mr. Madhab Chakraborty** also spoke about transportation packaging that relates to retail packaging as well. Emphasising that "all plastics are not bad" but principles should be taken into consideration while packaging, **Mr. Chakraborty** pointed out 7p's



as components of packaging: product, preserve, protect, promotion, purchase, present and price. Various critical and distributive factors should be taken into consideration such as fungus attack, handling system, storage, dust, etc., he said. Marketing attributes are basically effortless and yet effective which provides easy handling and use of packaging. There is an immense demand for eco and consumer friendly, factory fresh, quality standards product, he added. He further shared how transit of products to various places helped them to rethink their packaging techniques which were old and not effective. That led

him to carry out effective tests at his labs for robust export packaging. The seminar concluded with a Q&A and attendees seeing samples



*Mr. Madhab Chakraborty, Joint Director and Regional Head, IIP Delhi; Mr. Lalit Mohan Gupta, Director, Package, Design, Research & Test Lab*

## 19th October 2019: Home & Lifestyle Trends for Spring/Summer 2020

This seminar, held on 19th October 2019, aimed to provide participants an in-depth knowledge of latest design trends for Spring Summer 2020. The speaker **Dr. Kaustav Sen Gupta**, Associate Professor, NIFT Chennai, firstly summed up the 19/20 trends that were majorly moving towards playfulness and more childlike products were produced.

Among trends for 20/21 he shared: gender blender will be a major thing with pink being in fashion for men as well. Sloli will be a major trend in the coming year with slow living major brands like M&S moving completely towards sloli by 2025. Materials which will be used for the coming year will be Cocohusk- this is nothing but cocohusk which will be a big material for 20/21 and will be majorly used for furniture; Hemp will be there, cane and bamboo will in high demand; Seaweed will be used as a major thing for making home products and furniture, seaweed furniture will be demanded greatly (in Greece people are making bio plastic from seaweed); Fruit pulp based materials and rubber will replace leather; people will use more animal prints for 20/ 21; second hand material will be there with new look and this will be doing very good as per the coming trends. There will be Bio creation where people create products using bees wax and they are very raw, look very natural and will be highly demanded. People are even using birds to create nests and then those nests are taken in their raw form and made into lights. Colour scheme in 19/20 was more black and red depicting darkness. For this new season there will be more comfort colours like spearmint and neomint. The four major colours for this season will include darkest red, golden yellow, bright orange and subtle green. Other colours will be blue, genderless pink which was also called millennium pink this season, brown, powdered purple, grey and pastels that will be powdered down unicorn colour surreal dramatic colours. In 20/ 21 comfort and home products should be topmost priority. A major trend will be the products which will contribute to great



*Dr. Kaustav Sen Gupta  
Associate Professor,  
NIFT Chennai*

sleep, make big bathrooms havens. There will be neuba rock furniture which won't break easily as well as transparent furniture. Bio plastics will replace plastic. There will be more of recycled paper furniture. Oigami will be trendy and papier machie will gain demand. Reconstructed legacy- that is 70's era will be back with bright colours, disco & remixes. Terazzo will be reinvented in less wasteful ways, using post-industrial and urban city waste for new raft of mosiac material. Plastics and polymers will be a catalyst for creativity, set to transform our material world. There will be edible fashion as designers seek to design out of food waste. Tactility will be explored as luxuriant surfaces continue to entice our engagement with products and play into our desire for sensuality. Geological elements will inspire and provoke new topographies mimicking nature. Tech tility- space between real and virtual will be eminent as designs get updated with a futuristic and functional focus and an experimental edge, where hybrid and survivalist aesthetics gain traction for new era. Material surfaces will advance with more colour and textural iridescence, tapping into a dreamy, other worldly direction. Mesh materials and structures will continue to evolve.

## 19th October 2019: Achieving the Next Level of Excellence

It is rightly said that a positive attitude will spur you to take action, even in the face of great obstacles. This seminar aimed to guide attendees on soft skills focused on a positive attitude to achieve 'the next level of excellence' in business.

**Commander VK Jaitly**, Chairman, C\_cube Consultants, through a motivating presentation, urged the audience to strive towards excellence by eliminating the fear of failure and following the simple *mantras* of life. He cited examples of inspiring change makers such

as Ms. Indra Nooyi, Mr. E. Sreedharan, Mr. Kishore Biyani and Mr. Ram V. Sutar and highlighted the fact that they all had the strength to dream and turn their dream into reality. Drawing the example of the Statue of Unity, he highlighted how the idea of building the tallest statue in the world was turned into reality with commitment, passion and dedication. Further, he said that the steps from Dream to Destination include dreams, desires, direction, dedication, determination, discipline and deadline.



Commander VK Jaitly,  
Chairman, C\_cube  
Consultants

Encouraging the audience to have the courage to dream, Mr. Jaitly said, "our goals should be high enough to motivate yet realistic enough to avoid discouragement". Our goals must be SMART which is short for Specific, Must be measurable, Must be achievable, Relevant and Time-bound. If our goals are SMART, chances of failure would be minimal. He advised to let go of the age old philosophy of "Simple Living High Thinking" and adapt "High Living and High Thinking" and urged the audience to be 'aimers'. "Avoid complaining and cribbing, to celebrate every success and to motivate yourself to achieve," he further said. Commander Jaitly shared the seven (C 7) formulas for productivity improvement through people. This comprises communication, concentration, courtesy, culture, confidence, common sense and collaboration. He asked the audience to collaborate and communicate with other so that everybody could succeed as a team. "If you aren't able to work in a team and harness each others' core competencies you'll always perform below par," he emphasised. According to him, Excellence is doing ordinary things, extraordinarily well. He presented the Ten Commandments to achieve the next level of excellence and asked stressed on focusing on the three pillars of leadership i.e., competency, character and enthusiasm.



## 20th October 2019: How to Optimize Human Resources and Business Operations

This seminar, held on 20th October 2019, aimed to provide participants an in-depth knowledge of how business processes and controls are intertwined with the culture of the organisation. The speaker **Mr. Indeep Bhatia**, Principal Consultant, Mentors Unlocked, made the audience aware of how to strengthen and better the workings of their organisation and presented them with a few indicators. In the beginning, he made it very clear that the businesses are complex, there are small businesses and the large ones as well but they all have similar concepts. The big businesses must carry more complications but they also carry within it the same concept as any other small business. He said, McKinsey is one of the biggest strategic consulting companies in the world and released their 7S framework which is related to HR and should be considered by companies. He highlighted that there is a purpose behind a business and a strategy as well as objectives are needed to fulfill that purpose. This purpose may change with the needs of the people. To optimize business, one should use



*Mr. Indeep Bhatia  
Principal Consultant,  
Mentors Unlocked*

balance scorecard, a strategy performance management tool that can be used by managers to keep track of the execution of activities by the staff within their control and to monitor the consequences arising from these actions.

The participants were asked to take feedback and use a Key Performance Indicator (KPI's) that is a measurable value that demonstrates how effectively a company is achieving key business objectives. Some of the indicators and their effect on each of the functional areas were discussed. KPI's have to be in sync with purpose, objectives, strategies, goals and targets. To further explain KPI, Mr. Bhatia presented a case study and provided solutions for the same. Indicators have to align with strategic business objectives, should be measurable, attainable, precise, actionable, alive and should be acute. Pre-requisites to tract indicators were discussed in detail. Enterprise Resource Planning is a software which works like Human Resource in an organisation and allows an organisation to use a system of integrated applications to manage the business. ERP's cost, use and how to pick one that is suitable for your organisation was highlighted.

Citing Maslow's Hierarchy of Needs, Mr. Bhatia pointed out that now people aren't moving above the hierarchy needs rather, they have all kinds of needs. Organisations should assess their employees' needs, their drives and fulfill those drives for a better working environment. He presented a model to engage



employees which guided employers to involve, instruct, inform, inspire and incent their employees for better results. Engaged employees are more likely to work harder. The framework to delegate and empower employees called Quality Circles can be adopted for smooth functioning of the team. The seminar ended with an interactive session. ■

# Awareness Seminars conducted across craft clusters

## International Consumer and Buyer Behaviour

Jodhpur, Rajasthan; 9<sup>th</sup> October 2019



The seminar being addressed by Mr. Nirmal Bhandari, Patron, JHEF; Mr. S L Paliwal, Jt. Director cum GM, DIC Jodhpur; Mr. Priyesh Bhandari, Secretary, Jodhpur Handicrafts Exporters Federation; Mr. Kiran V N Assistant Director, DC(H); Mr. Navneet Aggarwal, Assistant Director, World Trade Centre, Jaipur; Mr. Nalin Mathur, NIFT Jodhpur; and expert faculty, Mr. Nalin Mathur, NIFT Jodhpur



This one day awareness seminar was organised by EPCH in association with World Trade Centre, Jaipur, at Common Facility Centre, Jodhpur. This was attended by 70 participants that included exporters and crafts persons. The objective was to educate the participants about the various aspects of international consumer and buyer behaviour as these are integral for the development & promotion of export business. Insightful talks and informative presentations were made by Mr. Nirmal Bhandari, Patron, JHEF; Mr. S L Paliwal, Jt. Director cum GM DIC Jodhpur; Mr. Priyesh

Bhandari, Secretary, Jodhpur Handicrafts Exporters Federation; Mr. Kiran V N Assistant Director, DC(H); Mr. Navneet Aggarwal, Assistant Director, World Trade Centre, Jaipur; Mr. Nalin Mathur, NIFT Jodhpur; and expert faculty, Mr. Nalin Mathur, NIFT, Jodhpur.



Press coverage of the event



# How to Source Foreign Buyers

Mumbai, Maharashtra; 9<sup>th</sup> October 2019



*Expert faculty, Mr. Ajit Shah seen interacting with the participants*

The primary objective of the seminar was to guide the participants on how to evaluate the potential of products and services they aspire to export to their respective target countries, the sources of entry and the existing pacts and policies undertaken to encourage exports. Besides, this session was also aimed at providing exporters/entrepreneurs with the information on how to understand and find overseas buyers.

While guiding the participants on the subject,

and assistance from export promotion councils & government agencies and do's & don'ts in international business. Around 30 member exporters attended.

expert faculty on international trade, Mr. Ajit Shah, mentioned that exporters can't run a successful export business without customers. Hence, it is much to their interest to find out various information regarding their customers abroad. He spoke on the subject extensively and offered insight on what/where to export, tools to find international buyers, role

