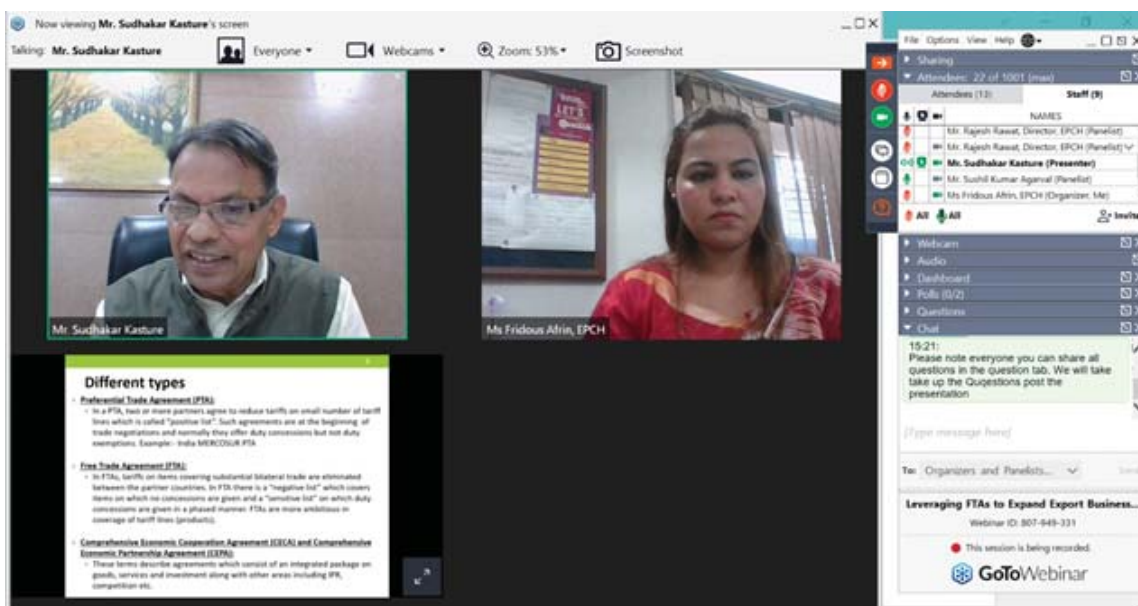


# Leveraging FTAs to Expand Export Business Globally

20<sup>th</sup> May 2022

India has signed a CEPA with the UAE, which came into effect on 1 May 2022. It has also entered into an Economic Cooperation and Trade Agreement with Australia, and is proactively engaging in negotiations for FTAs with other major trading partners such as the UK, EU, Oman, Israel and Canada. In this

scenario, exporters need to have a thorough knowledge of the provisions of these FTAs, how they are applicable to them, and also how they can leverage them to enhance their international trade. Against this background, EPCH's Eastern Regional Office, Kolkata organised a webinar on 20<sup>th</sup> May 2022, with the objective to provide the members exporters with a more deeper and practical understanding on free trade agreements, for the benefit of the Indian exporter community.



The key speakers were Mr. Sudhakar Kasture, Consultant in International Trade; Ms. Sakshi Chauhan, Product Manager, ICICI Bank Ltd.; Mr. Rajesh Rawat, Director, Export Promotion Council for Handicrafts; and Mr. Sushil Kr Agrawal, Asst Director, Export Promotion Council for Handicrafts.

The speakers gave an overview of FTAs and ways to increase exports in UAE using FTA (CEPA). Mr. Sudhakar explained concept of Regional Value Content (RVCs) and Digitalization of export business processes. The webinar concluded with a Q&A. ■