

12th March, 2022

Dear Members,

Subject: Participation in Sessions on

- 1. Access to Export Finance and Export Procedures**
- 2. Leveraging Technology**

Mumbai-23rd March 2022, Ahmedabad-25th March 2022 and Delhi-29th March 2022

We are pleased to share with you that SEPC is organising an insightful capacity building programme by renowned experts for the exporters especially from the services sector. The programme would be focusing on some very important business issues covering two sessions; one session on Access to Export Finance, Export procedures and another session on Leveraging technology. The objective of the sessions is to create awareness about aspects related to the export eco system impacting exporters.

The details of the programme are as follows:

- 1. Access to Export Finance and Export Procedures:** This session would broadly cover the followings:
 - **Access to Export Finance:** Information sharing about how to access finance from various financial institutions from the private sector and financial advisors:
 - **Cross Border Payments:** How to handle cross border payments and resolve issues related to it.
 - **Understanding GST and FEMA procedures and regulations:** Session giving details of the various GST clauses, procedures and adherence.

Trainers:

 - Mr. Gaurang Vasavada - Forex and Trade Consultant
 - Mr. Santosh Pandey – Sr. Product Manager at ICICI Bank for Export Trade division
 - Prasanna Suryavanshi - Head of Banking and Infrastructure, South Asia, Payoneer
 - Darrell Dsouza – Business Development Manager, Payoneer
 - CA. Rajat Mohan, AMRG & Associates
- 2. Leveraging technology:** Digitization is the key to link companies to regional and international value chains. The session would focus on providing digital training on:
 - **Digital Marketing for International Markets.**
 - Importance of SEO and Organic mediums on digital platforms
 - Use of inorganic methods like Google ads, Facebook and Linked ads for penetration in International Markets.
 - **Trends in AI in Healthcare, Travel, Tourism and Education.**
 - AB testing
 - Improving sales through AI
 - Improving the user experience through AI
 - Usage of Chatbots
 - **How to grow your business on ecommerce platforms**
 - Best ecommerce platforms
 - Organic v/s Inorganic ways to grow in ecommerce
 - How to make an ecommerce plan
 - **Use of digital tools for making brochures and catalogues**

Trainer: Ravi Kumar, Founder and CEO at MadHawks

The details of venue, date and time are as follows:

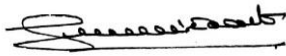
S.No	City	Date	Venue	Topics	Time
1	Mumbai	23 rd March 2022	Holiday Inn, Mumbai	1. Access to Export Finance and Export procedures	10:00 AM – 1:00 PM
				2. Leveraging technology	2:00 PM – 4:00 PM
2	Ahmedabad	25 th March 2022	Crown Paza, Ahmedabad	1. Access to Export Finance and Export procedures	10:00 AM – 1:00 PM
				2. Leveraging technology	2:00 PM – 4:00 PM
3	Delhi	29 th March 2022	NIRYAT BHAWAN, New Delhi	1. Access to Export Finance and Export procedures	10:00 AM – 1:00 PM
				2. Leveraging technology	2:00 PM – 4:00 PM

Participation Fee: Rs.1000/- (plus GST) for one session and Rs.1200/- (plus GST) for two sessions at any location.

Registration Link: <https://forms.gle/M5ToF9e4CJE992RH8>

We are looking forward to your active participation in this Capacity Building programme. It would surely help you in your export journey. For further details please contact: shoumi.dasgupta@servicesepc.org and mohit.arora@servicesepc.org

Yours Sincerely



CA Sunil H. Talati
Chairman, SEPC

Attached Annexures: Annexure 1: Programme Details, Annexure 2: Profiles of Trainers