

FULL DAY WORKSHOP on “Export Promotion – Tapping Global Market”



The Institute of Indian Foundrymen (Northern Region & Foundry Informatics Centre) jointly with Engineering Export Promotion Council (EEPC) organized a FULL DAY WORKSHOP on “Export Opportunities, Emerging Markets, Trade Barriers, Trade Policies & Promotional Schemes/ Incentives” on 9th Nov., 2019 (Saturday) at IIF New Delhi office.

The workshop was attended by approx. 40 delegates from across the country from major companies like Kirloskar Ferrous, ACI Automation, Star Wire India, Oliver Engg., Srinathji Ispat, Boparai Metals, Connect International etc., underlining the importance of Export for foundry sector in present scenario and enthusiasm in the sector to go GLOBAL.

Mr. A. K. Anand, Sr. Director, IIF welcomed the delegates and briefed them about the content & purpose of the workshop. He informed that workshop covers a wide range of very interesting items relating to Export opportunities for the sector and briefly introduced the speakers Dr. Ram Singh, Professor & Head of Training at Indian Institute of Foreign Trade (IIFT) and Dr Surendar Singh, Senior Deputy Director, Engineering Export Promotion Council, India (EEPC).

Dr. Ram Singh holds Certificate in Managing Global Governance from German Development Institute, Bonn, Germany & Master Certificate in SCM & Logistics from Michigan State University, USA. He has authored several books & research publications on International Trade. He has been regularly training senior officials at ONGC, IOCL, HPCL, Hindalco, Maruti Suzuki, almost all Export Promotion Councils/ Commodity Boards/Export Development Authorities, CSIR to name a few.

Dr. Surendar Singh specializes in training on international trade and policymaking. He has carried out a large number of projects studies with USAID, US consulate, Asia Foundation, British High Commission, World Bank, Asian Development Bank, DFID and IRU. He has authored several research publications on international trade, trade policy, global value chains, FTAs and WTO related issues.

The first session started with presentation by Dr. Surendar Singh. He spoke in detail about Screening Global Business Environment and Export Opportunities for Indian Foundry Industry.

Major points of presentation were:-

- India’s trade in foundry products, key export items and markets
- Global import demand of foundry products and India’s export basket
- Potential markets for India’s Foundry exports

- Price competitiveness of India's foundry exports in international markets
- Identify new markets for foundry products
- US-China Trade War Opportunities for India's Foundry Exporters
- Emerging Challenges and Opportunities in RCEP for India's Foundry Exporters

Subsequent sessions were taken by Dr. Ram Singh. Details of session wise topics covered by Dr. Ram Singh is given below:-

Identifying Market Access Barriers in International Markets

- Tariffs Barriers in International Trade
- Preferential Tariffs, MFN Tariffs, Bound Duty
- Identifying Non-Tariff Barriers in Export Markets
- Technical Barriers to Trade
- Quality Standards
- Labor and Environment Standards
- Gathering NTBs information from India Trade Portal
- Analyzing TBT Notification of the WTO

Leveraging Export Import Schemes for Making India's Foundry Exporters Competitive in Global Markets

- Understanding of existing export incentives and support mechanism
- Neutralizing the incidence of tariffs/ taxes in export chain of foundry products- Case studies
- Sourcing of inputs- Leveraging existing government schemes
- Sourcing of Capital Goods- Leveraging GOI Scheme
- Sector specific schemes for market studies/ exhibitions/ trade fairs
- Sector specific schemes for capacity building of foundry industry

Finding Suitable Buyers and Negotiating Commercial Terms in the Business Deal

- Identification of buyers in international market with relevant examples- cost effective methods
- Contacting the global traders, exporters perspective & importer's perspective
- Negotiating the Commercial Terms
- Key Precautions in Business Negotiation- a Case Study
- Locking the deal and preparing for production & shipment

All the sessions were highly enriching for the participants, specially the last session on Finding Suitable Buyers and Negotiating Commercial Terms in the Business, Precautions in Business Negotiation & locking the deal drew huge attention & interest of the delegates.

As a token of gratitude, Chairman, FIC, Mr. Surendra Verma, presented a planter to Dr. Ram Singh and Chairman, IIF Northern Region, Mr. Kanishk Jain presented planter to Dr. Surendar Singh.

The workshop was highly successful and much appreciated by the delegates. The immediate response of the delegates was to keep the momentum going and urged IIF to continue organizing similar knowledge enriching workshops and seminars on topics of interest to the sector, for the benefit of the members and foundry sector as a whole. Majority of the delegates gave "Excellent" remarks in their feedback, few from leading companies attached.

Chairman, IIF Northern Region, Mr. Kanishk Jain presented the vote of thanks.

Glimpses of the Workshop

