



EPCH ORGANIZED AN AWARENESS SEMINAR ON "EXPORT MARKET SELECTION FOR HANDICRAFT PRODUCTS" AT RAJIV GANDHI HANDICRAFT BHAWAN ON SATURDAY, 06TH JUNE, 2015

The Export Promotion Council for Handicrafts (EPCH) organized a seminar on the topic Export Market Selection for Handicraft Products at Rajiv Gandhi Handicrafts Bhawan on (Saturday) 06th June, 2015.

The session was addressed by Dr. Tamanna Chaturvedi, Assistant Professor, Indian Institute of Foreign Trade (IIFT), New Delhi. The speaker interacted with participants wherein about 25 exporters were present.

The objective of conducting this seminar was to make the member exporters aware on how new markets can be identified by customizing their existing products. As finding out the suitable marketplace for the exporters is very crucial for the success of the products as targeting the right set of audience will help in product acceptability amongst the masses and generate revenues also.



EXPORTERS REGISTERING THEMSELVES FOR THE SEMINAR

During the seminar, Dr. Chaturvedi emphasized that before entering a market, the market should be analyzed on two parameters i.e. import demand and its competitiveness. She informed that the Market's competitiveness can be judged on parameters like demand of the product in its domestic market and position of Indian players to satisfy their demand.

She also stressed upon availing the benefits provided by the Government to the handicraft exporters through various schemes like Focus Product Scheme (FPS), Focus market Scheme (FMS), Market Development Assistance (MDA), Market Access Initiative (MAI).

She made the exporters understand the importance of a HS Code and how the benefit varies from one HS code to the other. Using tools like Trademap.org explained that how the current export market can be understood i.e. major exporting countries, price of goods, growth in export over the years and tariff imposed on import using macmap.org.



PARTICIPANTS IN THE SEMINAR

The speaker emphasized that exploring new markets is not easy; as it requires planning, market research and attention to detail. It may also involve changes, like new packaging and metric conversion. The mystery can be taken out of exporting by considering some of the fundamental elements of the export process:

- analyze the capabilities of your small business;
- know the export potential of your product/service;
- locate the foreign markets that are right for you;
- study market entry strategies and export procedures; and
- learn how to process exports.

The international marketplace represents a vast array of opportunities and challenges for small businesses. Entering the overseas marketplace offers many benefits, including:

- increased growth;
- increased profits;
- additional markets;
- extended product/service life cycles;
- increased number of customers;
- tax advantages;
- added product/service lines;
- improved competitiveness; and
- favorable publicity and recognition.

The most important ingredient in setting up export is to take the time and talk to someone else that had done that.



The seminar was concluded with remarks about which right market should be picked keeping in view its taste and preferences, primary packaging and logistics, duty concessions through various agreements signed between India and other countries.



Dr. TAMANNA EXPLAINING THE CONCEPTS TO THE PARTICIPANTS

Mr. Rajesh Rawat, Deputy Director-EPCH further informed that the Council will organize seminars on other subjects also for the promotion of handicrafts exports from the country.

After detailed deliberations, following questions were raised by the participants.

Q1. What is trademap.org?

Ans. Trademap is developed by the International Trade Centre (ITC) and maintained by United Nations Statistics Division. It provides on-line access to the world's largest trade database and presents indicators on export performance, international demand, alternative markets and the role of competitors from both the product and country's perspective.

Trade Map operates in a web- based interactive environment and covers the trade flows w.r.t values, quantities, trends, market share and unit values both in graphic and tabular format of over 220 countries and territories, covering 5,300 products defined at the 2, 4 or 6-digit level of the Harmonized System. It also provides data on tariff line for more than 100 countries and on a monthly or quarterly basis for more than 50 countries.

Q2. What is macmap.org?

Ans. Market Access Map has been developed by International Trade Centre (ITC) to support the needs of exporters, trade support institutions, trade policy makers and academic institutions in developing countries. It provides information about customs tariffs including tariff preferences applied by 191 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO members, non-tariff measures and trade flows to help users prioritize and analyze export markets as well as prepare for market access negotiations.

Q3. What is the importance of trade agreements signed by India while deciding a market?

Ans. Such agreements play a very important role in deciding a market for an exporter. The Indian Government negotiates with the respective country and tries to bring down the tariff imposed by that country in order to give the exporters competitive edge over the exporters of rest of world.

Till date India has signed 18 trade agreements of which some of the renowned ones are India MERCOSUR PTA, India – Japan CEPA, India – Korea CEPA, India – ASEAN agreement. Details about the agreements can be accessed on the website of Ministry of Commerce (http://commerce.nic.in/trade/international_ta.asp?id=2&trade=i)

Q4. How taste of preferences can be understood of a potential market?

Ans. It's important for an exporter to understand the taste and preferences of the buyers with whom he want to do business. He should understand the color preference, primary packaging norms set by the respective government etc. One of simple way to understand the color preference is the flag of that country as it depicts the culture and lifestyle followed by the country through ages. By using trademap the packaging norms followed by the country can be derived and then the goods can be customized accordingly.
