



Workshop On “Arts & Science of Exports and Imports With India”

Not many Pakistanis know this, but India is one of Pakistan's most important trading partners. The volume of bilateral trade between India and Pakistan recorded a net increase of \$410 million from April last year to March this year. Pakistan's exports to India grew 28% while Indian exports to Pakistan increased 19%. Bilateral trade has increased to \$2.4 billion, which may soar to \$6 billion in the next two years if both countries decide to treat each other equally.

Understanding the importance of subject Small and Medium Enterprises Development Authority (SMEDA), Government of Pakistan is pleased to announce a workshop on “**Arts and Science of Exports and Imports with India**”. The aim of this workshop is to make the participants aware of the bilateral trade potential that exist between the two countries.

Course Contents

01	Market research on India: SPANCO method of doing business with India	05	Relevance of appointing a representative in India How to plan a business visit to India? Which cities?
02	Which products can be exported to India?	06	How to use internet & social media for trade with India and other countries?
03	Which products can be imported from India?	07	Question and Answer Session
04	Important exhibitions to participate in India?		

Designed For:

SMEs Owners, Export and Import Managers, Marketing Managers and all those who want to upgrade their knowledge & skills on the topic.

Program Schedule:

Date & Time : Wednesday, Nov. 27th 2013, 02:30 pm - 06:30 pm (Sharp)

Venue : Pearl Continental (PC) Hotel Karachi.

Fees : Subsidized fee of **Rs. 2,500/- participant** will be paid in advance by cash or pay order in the name of “**SMEDA**”. Fee includes Training Material, Refreshment and Business Networking.



Resource Person: Jagat Shah is an MBA in international trade management from Delhi University & is a UNIDO certified cluster development practitioner. He is a certified management consultant (CMC) from ICMCI, USA. In last 23 years of his career, he has worked on international market strategies & cluster development approach with governments & private sector in USA, Canada, Brazil, South Africa, Brunei, Oman, Senegal, China, Afghanistan, besides his home base India. Since last 9 years, his economic development agency Cluster Pulse has worked in 102 clusters in 23 countries – both developed & developing. Cluster Pulse has implemented cluster development projects for World Bank, USAID, GIZ, IFC, UNIDO, DFID, European Union, Microsoft, Nokia, Govt of Canada, Govt. of Oman, Govt. of India, Govt of China, Govt of Senegal etc. His 300+ articles have been published in world press on international trade & Cluster development initiatives.

Registration & Information:

Limited Seats Are Available

Registration will be on first come first serve basis

Last date of Registration: 25th November 2013

Syed Babar Umar

SMEDA, 05th Floor Bahria Complex II,

MT Khan Road, Karachi,

Tel: 111-111-456, 35610432,

Fax: 0213-5610572

Email: sbabar.umar@gmail.com,

babar.umar@smeda.org.pk



COURSE REGISTRATION FORM

COURSE DETAILS

Workshop On “Arts and Science of Exports & Imports with India”

Wednesday, 27th November 2013

Pearl Continental (PC) Hotel, Karachi, 02:30 pm – 06:30 pm

PARTICIPANTS' DETAILS

Name: _____

Email: _____

Phone: _____ Fax: _____

Cell No.: _____

Organization Name: _____

Designation: _____

Address: _____

Qualification: _____

Signature of Participant: _____

Authorized Person Signature: _____

Note: Submit duly filled registration form along with the course fee in SMEDA Karachi Office.
