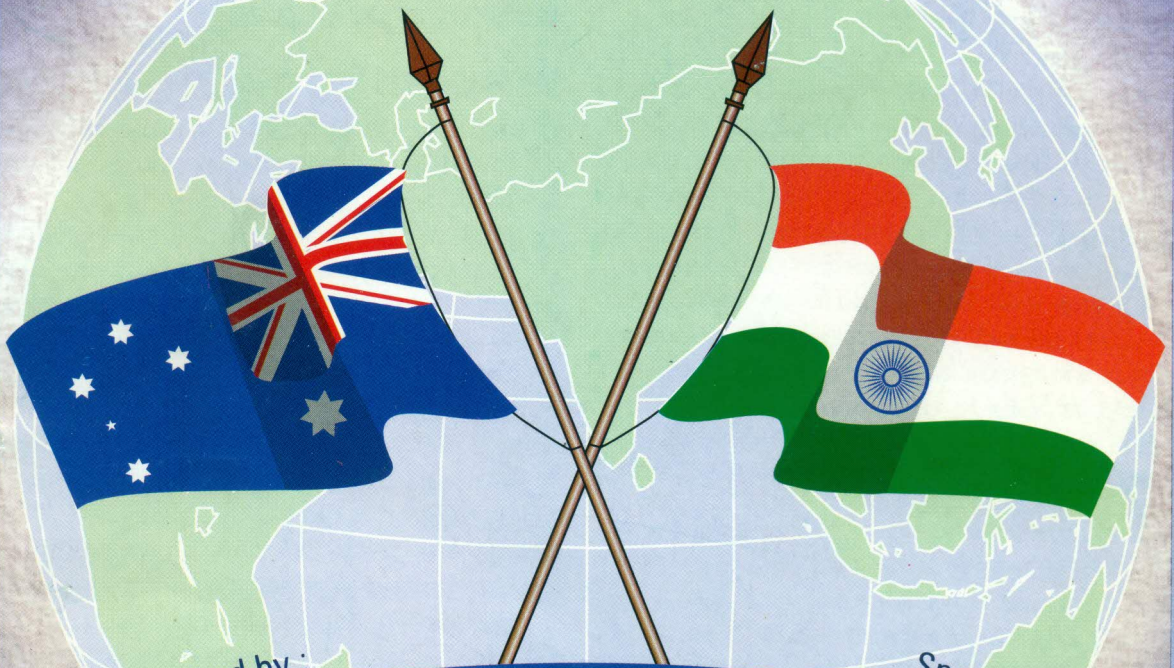


# Workshop on How to do Business with Australia

May 24 - 27, 1999

Venue :  
Shri Bhagubhai Mafatlal Polytechnic,  
Ville Parle, Mumbai



Organised by :

Sponsored by :



**Entrepreneurship  
Development  
Institute of India**  
AHMEDABAD



**Small Industries  
Development  
Bank of India**  
(SIDBI)

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## BACKGROUND

The onslaught of globalisation and liberalisation has made the Indian economy more integrated with the global economy. With gradual disappearance of the protective shield, the domestic market is thrown open to international competition.

Besides challenges, the liberal environment has also created tremendous opportunities for our entrepreneurs. To exploit these opportunities the entrepreneurs must constantly explore, penetrate and develop new markets in different parts of the world.

To face the challenges of an open economy the small scale enterprises (SSEs), which form a very vital segment of the Indian business, have to gear up to internationalize their business operations. The SSEs have the advantage of adaptability and flexibility, vital for maintaining competitiveness in the international market, but unfortunately lack of knowledge of international business environment, marketing techniques, procedures and formalities of export, forex management and some other factors severely restrict the scope of their export activities. Success of SSEs in the international market depends upon their ability to overcome the constraints.

As a step towards equipping the existing and the potential small scale entrepreneurs with knowledge of international business and creating awareness about market potential of various countries and products, a series of workshops each dealing with a specific region, is being organised by the Entrepreneurship Development Institute of India (EDI), Ahmedabad.

Australia is the 13th largest economy in the world. India was the destination of Australia's first export in 1800s. Since then the commercial partnership is blossoming and Indo-Australian trade which rose to around Rs. 1900 crores in 1991-92 has now attained a level of Rs. 7142 crores in 1997-98. Australia's

multilateral, regional and bilateral trade policies coupled with Indian efforts to internationalise its business operations offer tremendous opportunities to Indian entrepreneurs. The technologically advanced and internationally competitive Australian market is the best destination for quality Indian products offered at a very competitive price. Hence, the EDI is organising a four-day workshop on "**HOW TO DO BUSINESS WITH AUSTRALIA**". Considering the need for enhancement of general export competencies of the SSI units, the workshop also intends to equip the participants with knowledge on all vital aspects of export business.

## OBJECTIVES OF THE WORKSHOP

The main objectives of the workshop are to :

- a) promote business relations between Indian small enterprises and Australian SMEs;
  - b) impart necessary general knowledge on export marketing, procedure and documentation, costing and pricing, terms of payment, export finance and insurance and role of various export promotion organisations;
  - c) familiarise the participants with various methods of assessing export capability of individual units;
  - d) discuss with the participants various marketing strategies for promoting business operations in Australia;
  - e) identify products and projects which have good potential for Indo-Australian collaboration;
  - f) inform the participants about various export promotion schemes offered by SIDBI for small scale exporters;
  - g) promote joint ventures and technical collaboration among small and medium enterprises from India and Australia;
  - h) familiarise the participants with business through internet (e-commerce).
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## **PROGRAMME METHODOLOGY & FACULTY**

In order to fulfill the above objectives, the workshop has been designed to ensure maximum interaction between the participants and experts on various subjects. Experienced professionals, well-known academicians, industrialists and government and banking officials will take interactive sessions. Exporters active in Australian markets will also share their experiences with the participants. Substantial written material relevant subjects will be distributed to the participants. Participants will get an opportunity to interact with top-ranking officials from Australian Consulate and Western Australian Trade Office.

## **VENUE & DURATION**

The workshop will be conducted at Shri Bhagubhai Mafatlal Polytechnic (SBMP) Ville Parle, Mumbai.

Dates : 24-27 May, 1999

Time : 10.00 a.m. to 05.00 p.m.

## **PARTICIPATION**

The following categories of people may consider participating in the workshop.

- Small scale entrepreneurs interested in starting export as well as joint venture operations.
- Existing small scale exporters who would like to explore the Australian markets.
- Potential entrepreneurs.

Number of participants will be limited to twenty-five.

All applications will be carefully scrutinised before selecting a candidate for participation in the workshop.

Since it is a non-residential programme, outstation participants will have to make their own arrangements for accommodation.

## **FEE & SPONSORSHIP**

The programme is sponsored by the Small Industries Development Bank of India (SIDBI).

The participants will have to pay a fee of Rs. 4,000/- which includes course fee, reading material, lunch and snacks.

If an application is rejected, the fee will be returned immediately and the reason for rejection will be stated.

## **CERTIFICATE**

At the end of the programme the participants will be awarded a certificate.

## **APPLICATION PROCEDURE**

For application form please contact:

Dr. Abhijit Bhattacharya

Programme Director,

**Entrepreneurship Development  
Institute of India**

Ahmedabad, P. O. Bhat - 382 428 Gujarat

Tel. : (079) 2864331 (O) 2860525 (R)

Fax : (079) 2864367

E-mail : ediindia@ad1.vsnl.net.in

OR

Principal/Vice Principal

**Shri Bhagubhai Mafatlal Polytechnic**

Irla-Juhu Road, Ville Parle (West),

Mumbai-400 056

Tel. : (022) 6140022, 6142250, 6148697

Fax : (022) 6110117

The filled-in application form along with a demand draft for Rs. 4000/- drawn in favour of EDI, payable at Ahmedabad has to be sent to EDI at the above address.

The last date for submission of application form is  
May 15, 1999

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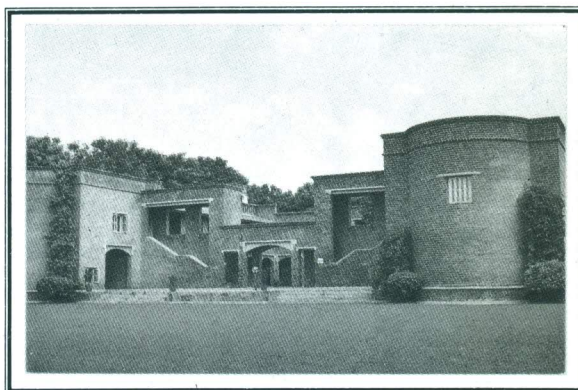
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## ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India, an autonomous body set up in 1983, is sponsored by apex financial institutions, namely, IDBI, IFCI, ICICI & SBI. The EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not be born, but can be developed through well conceived and well directed training. This, in turn, has led to the emergence of several training programmes in orbit around strategic thrust areas.

Promotion of international business operations by Small Scale Entrepreneurs is one of the main objectives of EDI. The institute has an advantage of wide institutional linkages all over the world to successfully carry out such an activity.

The United Nation Industrial Development Organisation (UNIDO) has declared EDI as Inter-Regional Centre for Entrepreneurship and Investment Training. The activities of this centre will cover many countries from Asia and Africa including some countries from Southern Africa. The prestigious Aga Khan Award winning campus of the EDI is well equipped with state-of-the-Art infrastructure and computerised data base giving access to latest information on-line.



EDI Campus



### **Entrepreneurship Development Institute of India**

Ahmedabad, P. O. Bhat-382 428, Gujarat, India.

Telephone : (079) 286 4331, 286 9068, 286 4084 Fax : (079) 286 4367

E-mail : [ediindia@ad1.vsnl.net.in](mailto:ediindia@ad1.vsnl.net.in) Website : <http://www.ediindia.org>

**Bangalore Office** : No. 133, XI 'A' Cross, I Main, II Stage, West of Chord Road, Bangalore-560 086

Telefax : (080) 349 6580, 349 0384 E-mail : [ediro@giasbg01.vsnl.net.in](mailto:ediro@giasbg01.vsnl.net.in)

**Lucknow Office** : 432/36 (F/F) Kala Kankar Colony, Old Hyderabad, Lucknow-226 007

Telephone : (0522) 387820 Fax : 387856 E-mail : [edinro@lw1.vsnl.net.in](mailto:edinro@lw1.vsnl.net.in)

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