



Workshop on Export to CIS and East Europe

For Small & Medium Enterprises

(November 10-15, 1997)

Sponsored by :
Small Industries Development Bank of India (SIDBI)

Venue :
Shri Bhagubhai Mafatlal Polytechnic, Vile Parle, Mumbai



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

Ahmedabad

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 business. Success of the SSEs in the international market depends upon how fast they can 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).

The emerging markets in the Commonwealth of Independent States (CIS) & Eastern Europe (EE) which include such large and resource rich countries as Russia, Ukraine, Kazakstan and developed markets such as Poland, Hungary and Czech Republic, undoubtedly have huge potential for Indian exports. But to tap the potential of these former Soviet Block countries which are now in the process of transition from centrally planned economy to free market economy, it is necessary to understand the specific business environment prevailing in these countries. Hence, the EDI proposes to organise a six-day **Workshop on Exports to CIS & East Europe**. Considering the need for enhancement of general export competencies the workshop also intends to equip the participants with knowledge covering all vital aspects of export business.

OBJECTIVES OF THE WORKSHOP

The main objectives of the workshop are to :

- a) impart necessary general knowledge on export marketing, procedure and documentation, pricing and costing, terms of payment, packaging, export finance and insurance and role of various export promotion organisations;
- b) familiarise the participants with existing business opportunities in CIS & EE;
- c) discuss with the participants various marketing strategies for promoting exports to CIS & EE;
- d) identify products which have good market potential in CIS & EE;
- e) equip the participants with very specific knowledge of business environment in some important CIS & EE countries such as; Russia, Poland, Czech Republic, Hungary, Uzbekistan and Kazakstan;
- f) make the participants aware of the financial issues involved while dealing with the CIS & EE countries ;
- g) inform the participants about various export promotion schemes offered by SIDBI to small scale exporters ;
- h) explain the participants how to do export through internet ;
- i) bring together on one platform the existing and potential small scale exporters on one hand and the consulate and trade officials of CIS & EE countries on the other to facilitate future communication.

PROGRAMME METHODOLOGY

In order to fulfill the above objectives, the workshop has been designed to ensure maximum interaction between the participants and the experts on various subjects. Experienced professionals, well-known academics, industrialists, trade and diplomatic officials will take interactive sessions.

Exporters active in the CIS & EE markets will also share their experiences with the participants. Substantial written material on relevant subjects will be distributed to the participants.

FACULTY

Faculty for the programme will include experts from EDI, national level export promotion organisations, Indian Merchants' Chamber, University of Mumbai, SBMP, SIDBI and State Bank of India. The resource persons will also include Consul Generals and Trade Representatives from Russia, Poland, Hungary and Czech Republic, India's leading experts on electronic commerce and individual entrepreneurs who are highly active in CIS & EE.

VENUE AND DURATION

The workshop will be conducted at the comfortable premises of Shri Bhagubhai Mafatlal Polytechnic, Vile Parle, Mumbai from November 10-15, 1997.

PARTICIPATION

Small scale entrepreneurs interested in starting export operations ;
Existing small scale exporters who would like to explore the CIS & EE markets ;
Potential entrepreneurs ;

Number of participants will be limited to twenty-five.

All applications will be carefully scrutinised before granting admission to the workshop.

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

FEES AND SPONSORSHIP

The programme will be partly sponsored by the Small Industries Development Bank of India (SIDBI). The participants will have to pay a fee of Rs.4000/- which includes course fee, reading material, lunch and snacks.

If an application is rejected the fee will be returned immediately mentioning the reason for rejection.

CERTIFICATE

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

For application form please contact

Dr. Abhijit Bhattacharya

Project Director

Entrepreneurship Development Institute of India,
Ahmedabad.

OR

Principal/Vice-Principal

Shri Bhagubhai Mafatlal Polytechnic

Irla - Juhu Road, Vile 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/- in favour of EDI, payable at Ahmedabad has to be sent to EDI.
Last date for submission of application form is October 20, 1997.

THE INSTITUTE

The Entrepreneurship Development Institute of India, an autonomous body set up in 1983, is sponsored by the apex financial institutions, viz. IDBI, IFCI, ICICI, and 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 activities. 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 Nations Industrial Development Organisation (UNIDO) has declared EDI its Inter-Regional Centre for Entrepreneurship and Investment Training. The activities of this centre will cover countries from Asia and Africa including some of the CIS countries. The prestigious Aga Khan Award winning campus of the EDI is well equipped with state-of-the-art technology and computerised data base giving access to latest information on-line.



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

Ahmedabad (Near Village Bhat, Via Ahmedabad Airport & Indira Bridge), P.O. Bhat 382 428, Gujarat

Tel: (079) 7864084, 7864331, 7869068 Fax : (079) 7864367

E-mail : ediindia@ad1.vsnl.net.in Gram : ENDIND, Ahmedabad

Visit us on Internet : <http://www.allindia.com/edii>

EDI Regional offices :

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

Telefax : (080) 3496580, 3490384 E-mail : ediro@giasbg01.vsnl.net.in

Lucknow office : 432/36 Kala Kankar Colony, Old Hyderabad, Lucknow - 226007.

Phone : (0522) 450254



Inter-Regional Centre for Entrepreneurship and Investment Training

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