

'Strategies for MSMEs to Improve Competitiveness through Export'
Wednesday, October 12, 2022 from 03:00 p.m. to 06:00 p.m.

Dear Sir/Madam,

Export remained an important engine of economic growth of India. The increase in domestic manufacturing capacity and competitiveness is helping India's exports grow at a record pace. However, global factors like the supply chain shocks caused by the Covid pandemic, the war between Russia and Ukraine, and its negative externalities in the form of increased energy and commodity prices, at any time derail the global recovery process. The equation of rupee with US Dollar and other currencies is on edge. Tough rupee: dollar exchange rate will be a boost to exporters at the same time impact of the falling rupee is not good for the importers. Exporters also face challenges like overseas payment related issues, access to credit etc.

The Government of India is making efforts to boost exports. Exporters should be aware of existing government schemes, market trends and market dynamics to decide export strategy to make their business more competitive & profitable.

IMC's Navi Mumbai Expert Committee is taking an initiative to increase competitiveness of exporters & importers in Navi Mumbai, Thane, and Taloja-Raigad area and to educate them about market strategies and market dynamics considering current market trends and geopolitical situation.

As the first step towards the initiative, IMC's Navi Mumbai Expert Committee is organizing an event on '**Strategies for MSMEs to Improve Competitiveness through Export**' as per the following details:

Day and Date : Wednesday, October 12, 2022

Time : 3:00 p.m. to 6:00 p.m.

Venue : Hotel Ramada, 156, Millenium Business Park, Sector 2, Mahape, Navi Mumbai, Maharashtra 400710

The esteemed speakers are:

Mr. Yogesh Mehta, Chief Executive Officer, Spice Exim

Mr. Rajat Srivastava, Regional Director (Western Region), Engineering Export Promotion Council, Mumbai*

Mr. Sandeep Gupta, Reginal Product Sales Manager, Trade and Forex, Yes Bank Limited

The esteemed speakers will address the exporters regarding the strategies that exporters can adopt in today's market situation to improve their competitiveness in the global market. The event will also focus on various schemes of the Government to promote export from India & financial help for the same.

We invite you to attend the event to listen & interact with esteemed speakers, get clarity on the government schemes and solve your export related queries and issues to increase your profitability.

There is no participation fee. However, access is only through registration.

To register for the event, use the link: <https://www.imcnet.org/events-1767>

For more details and help in registration, you may contact Mr Nitin Bhapkar at nitin.bhapkar@imcnet.org or on hand phone +919136031515.

We do hope you will be able to seize this opportunity and participate on October 12, 2022.

Regards,

**Ajit Mangrulkar
Director General**