प्रारंभ
PRARAMBH

An Export Import Trade Magazine

Tariff Turbulence



An Initiative by iiiEM

Feb 2025

Forward

- After three years we have some bleak signs of truce? Really cannot know for sure. A coalition of European countries is planning to deploy a peacekeeping force of over 10,000 troops in post-war Ukraine.

- Despite ongoing ceasefire talks, Israeli military strikes have resulted in at least 15 Palestinian deaths in the Gaza Strip over the past 24 hours. This underscores the fragility of the current truce and the challenges in achieving a lasting peace.

- President Trump authorized a series of airstrikes targeting Houthi bases, leadership, and missile defenses. The primary objective, as stated by the administration, is to protect American shipping interests and restore freedom of navigation in the Red Sea, a vital corridor for global trade.

- Amid the tariff threats and impositions with later pauses, the stock markets are bearish. This results in Trade Tensions and Economic uncertainties.

- President Trump is still persistently following up to acquire Greenland, Panama Canal and Canada.

- The Russia Ukraine war, even after three years, is relentlessly going on inspite of cease fire talks.

- The United States has attacked Yemen. This is to stop the Houthis, terrorists of Yemen, who are hijacking commercial vessels from the Red Sea. President Trump wants to ease out the maritime routes between the west and south Asia trade route.

- The United States has continuosly remined the world of reciprocal tariffs to be annouced on April 2nd, 2025. Let's wait and watch the tariff tourbulance happening on the 2nd.

- With all of the above the world is in a flux and remains in a state of precariousness.

Until the next,
Wish you the best.

Team Prarambh

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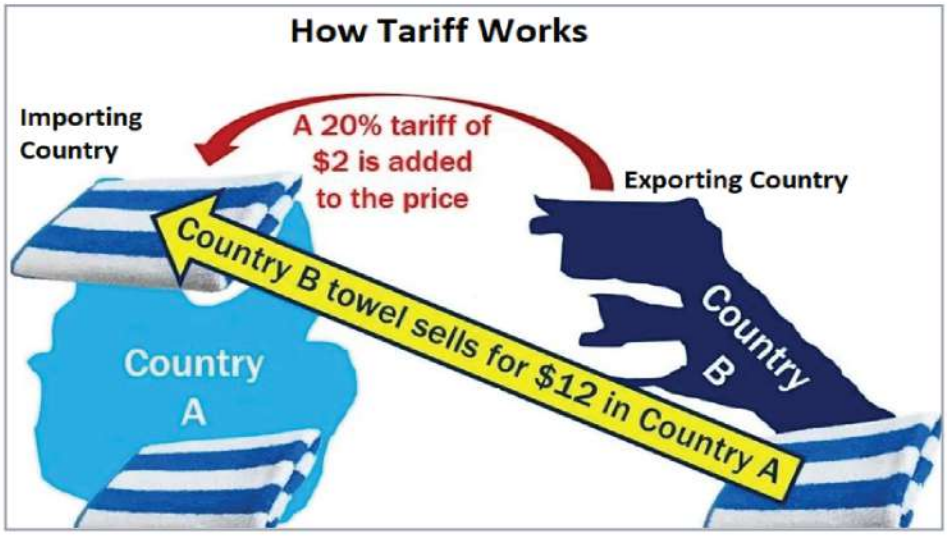
Message From Founder & CMD-iiiEM

Tariff Turbulence



Dipak Sudhir Manohar
(Founder & Director - iiiEM)

In 2025, the global trade landscape was once again thrown into turmoil as the United States initiated a fresh wave of tariff hikes on several major trading partners, including Mexico, Canada, and China. This escalation of protectionist policies has sent shock-waves across international markets, reviving fears of a prolonged trade war and economic instability. The rationale behind these tariffs, their impact on global trade, and the future outlook for other exporting na-tions form the core of this analysis.



Major Reasons of Tariffs imposed by the USA

The renewed tariff war in 2025 can be traced back to multiple economic and political fac-tors. The U.S. administration, citing concerns over:

- Trade imbalances, increasing trade deficit of USA
- Intellectual property theft, and
- domestic job protection,
- Counter perceived unfair trade practices.
- Protectionist measures to safeguard local industries from foreign competition.
- Illegal immigrants and drug trafficking across border between Canada –USA and Mexico-USA.
- political tensions with neighboring countries like Mexico and Canada
- Re-negotiate the USMCA or NAFTA

U.S. Tariff Rates: Then and Now

Before the latest round of tariff hikes, the average U.S. import tariff stood at approximately 3.4%, a relatively moderate rate by global standards. However, the 2025 tariff increases have significantly altered this landscape:

USA's Big Tariff Announcement				
Countries	Tariff Imposed	Total Exports from	Total Imports	US Trade Deficit
Canada	25%	410 b USD	349 b USD	63.3 b USD
Mexico	25%	506 b USD	334 b USD	171.8 b USD
China	20%	582.4 b USD	143.5 b USD	295.4 b USD
Source: The New Indian Express; Live Mint; The AP News | Figures of 2024 in billion USD				

Prices in the USA markets will increase

Americans will experience inflation (of about 0.8% to 25%) in various sectors, especially on essential goods like:

1. **Medicines and Healthcare:**
   - Many pharmaceuticals and medical devices are imported from Canada and Mexico. Tariffs increase costs, making medicines and healthcare services more expensive.

2. **Groceries and Food Products:**
   - Mexico is a major supplier of fruits, vegetables, and meat to the U.S. Tariffs on agricultural imports will lead to higher grocery prices, particularly for fresh produce.

3. **Apparel and Consumer Goods:**
   - Clothing, footwear, and electronics imported from Mexico and Canada will see price hikes, impacting middle- and lower-income consumers the most.

4. **Automobiles and Electronics:**
   - Higher tariffs on Mexican and Canadian auto parts will make vehicles more expensive for American buyers. Similarly, electronic items like refrigerators, air conditioners, and TVs will see price increases.

5. **Construction and Housing Costs:**
   - Canada is a leading supplier of lumber to the U.S. Tariffs on lumber and steel will make housing and infrastructure projects costlier, raising home prices and rent.

More tariffs are likely to be imposed on:

In the upcoming months, the United States is poised to implement new tariffs targeting several countries and industries. The weighted average tariff of USA from 2.5% has increased to 10.5%. And this shall further increase as USA is planning to implement tariffs on:

1. European Union (EU)
2. Russia
3. India and BRICS Nations
4. Japan
7. Colombia
8. Industry-Specific Tariffs

• Automobiles, Semiconductors, and Pharmaceuticals: Starting April 2, 2025, the U.S. plans to impose 25% tariffs on imports in these sectors. This move aims to encourage domestic production and address trade imbalances.

These developments indicate a strategic shift in U.S. trade policy, focusing on protecting domestic industries and addressing trade deficits. Businesses engaged in international trade should monitor these changes closely to navigate the evolving landscape effectively.

Watch: https://youtube.com/live/xKnK0o-OfMc

Keep reading this Trade Magazine for updates.

Thank you



Dipak Sudhir Manohar

DID YOU KNOW?

Tariff wars dates back to 1860!

1. The Meline War - 1860
2. The Smoot- Hawley Tariff Act - 1930
3. The Anglo-Irish Trade War – 1932
4. The Banana Wars – 1993

U.S. Trade: Understanding the Changing Share of Imports (1989-2023) with Seven Major Countries



Trupti Shah
Foreign Trade Advisor

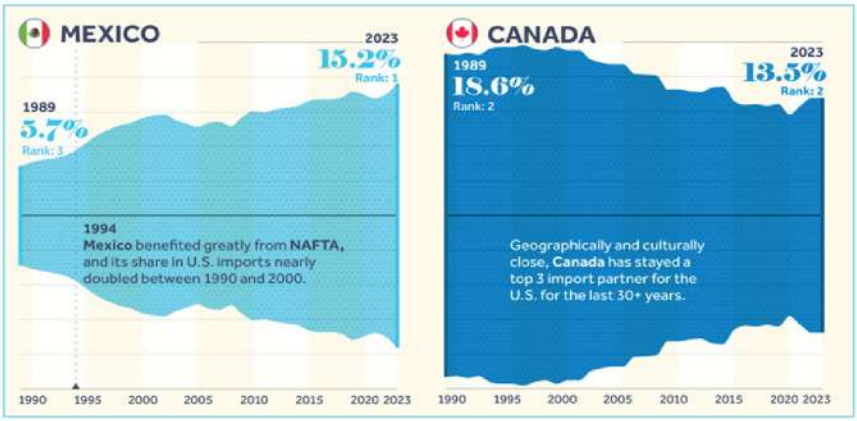
- **Canada, Mexico**

As the U.S.' closest land neighbors, Canada and Mexico have been amongst the country's largest trade partners for many years. Along with their geographic proximity, the key North American Free Trade Agreement (NAFTA) which took effect in 1994, allowed the free movement of goods across the three countries.

Mexico becomes the primary source of agricultural products for both the U.S., and Canada, benefitting from the FTA.

In 2022 Mexico became the second largest source of foreign goods and services for the U.S.

Both countries together account for one-third of all U.S. inbound trade.



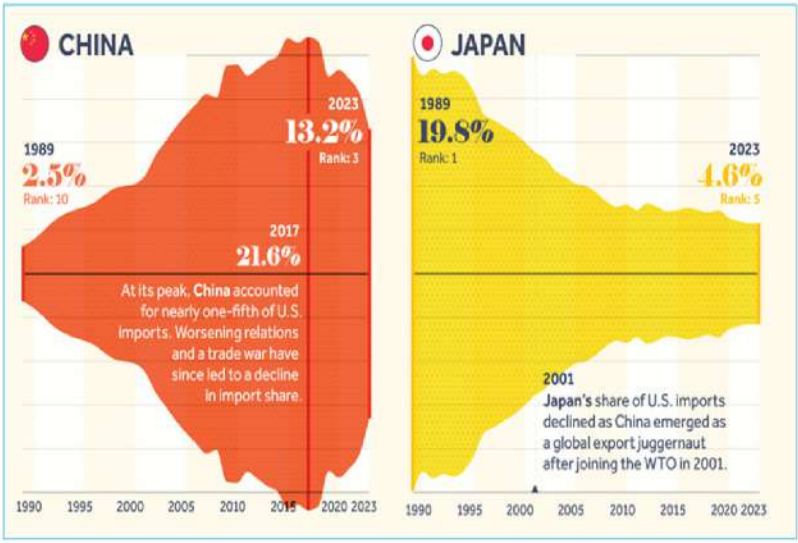
U.S. Imports				
Country	**1989**	**2001**	**2023**	**Pattern over years**
Canada	18.60%	19.00%	13.50%	Decreasing Trade
Mexico	5.70%	11.50%	15.20%	Increasing Trade

- **Japan, and the Lost Decades**

Japan's post-war economic boom reached its zenith by the late 1980s and Asia's largest economy at the time was also the largest source of U.S. inbound trade, accounting for nearly one-fifth of U.S. imports on its own.

However, by the mid-1990s, the Japanese economy entered a period of stagnation, and along with the signing of NAFTA, which boosted both Canada and Mexico, Japan's share of U.S. inbound trade started slipping. After 2001, when China joined the World Trade Organization, Japan's share of U.S. imports dropped even further to 4.6% in 2023.

- **China: Challenger to the Challenged**



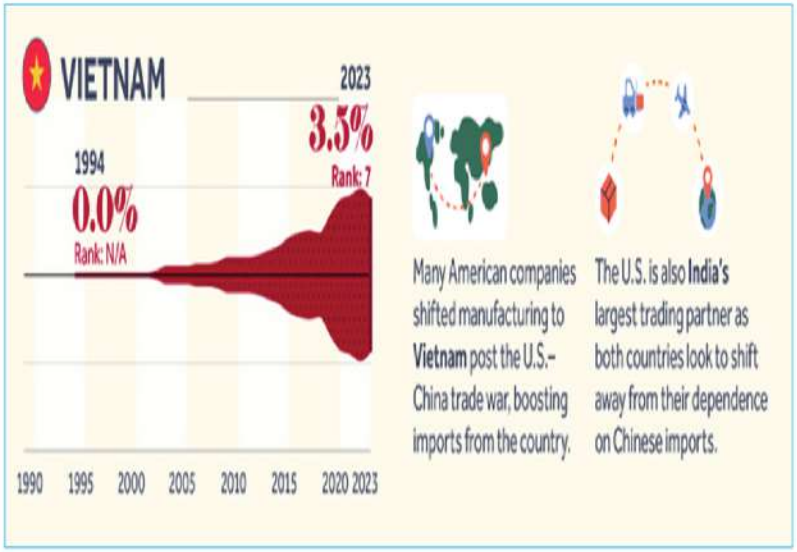
China's rapid export rise in the 2000s singlehandedly defined the country as the world's manufacturer. Between 2001–2022, Chinese exports to the U.S. grew nearly 1,000% to $600 billion. In 2017 the country was the source of more than one-fifth of all U.S. imports. However, the U.S.-China trade war kicked off by the Trump administration reduced China's share in U.S. inbound trade (down to 13.2% in 2023) as other economies in South and Southeast Asia have grown to become manufacturing hotspots in the last few years.

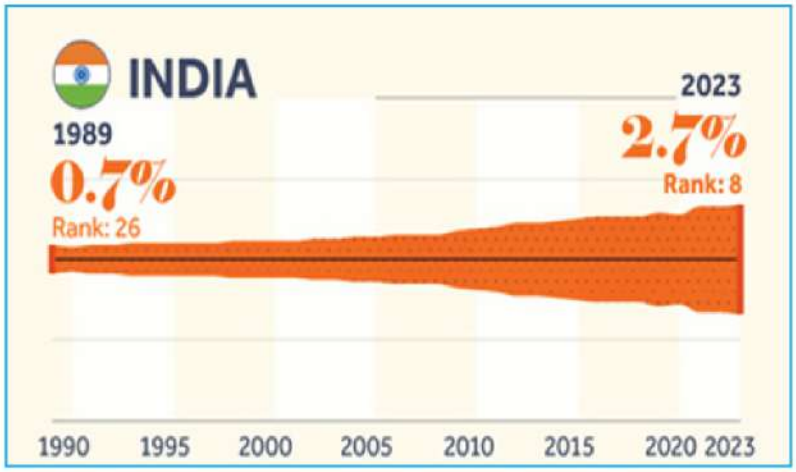
U.S. Imports				
Country	**1989**	**2001**	**2023**	**Pattern over years**
China	2.50%	9.00%	13.20%	Increasing Trade
Japan	19.80%	11.10%	4.60%	Decreasing Trade

- **Emerging Partnerships Diversify Sources of U.S. Trade**

Vietnam

Vietnam in particular has benefited hugely from the U.S. (and other countries) turning away from China. The country prioritized education to turn its large population into a skilled workforce. As a result, Vietnam has jumped up the ranks of the top sources of U.S. imports, coming in 7th in 2023. This is contrasted with not even having trade relations with the U.S. in 1989, a policy remnant from the Vietnam War.



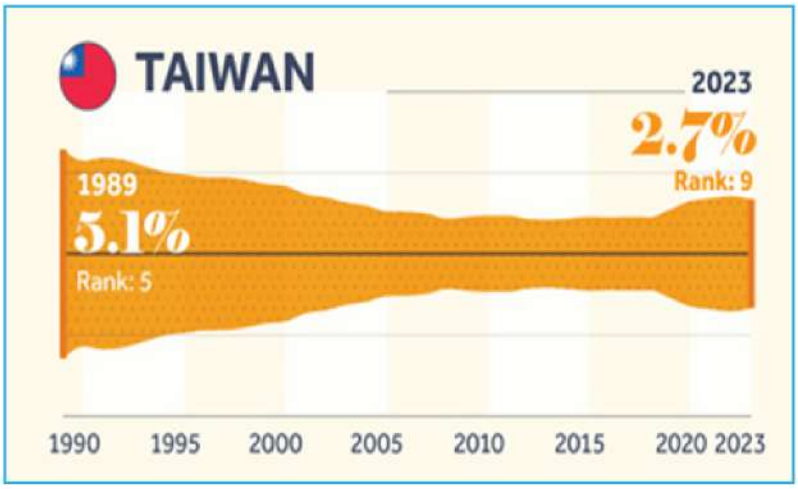


India

India has also found a niche as a source for gold and jewelry for the United States. With rumors of American companies shifting manufacturing to the 5th largest economy in the world, their share in U.S. imports may only further increase.

Taiwan

Taiwan which prioritized an export-oriented economy since the 1950s has also been losing share in the U.S.—their biggest export market in 1990. The rise of China, and subsequently Vietnam, Indonesia, and Thailand, has altered the Taiwanese export sector which ships semi-finished goods to its neighbors, from where they eventually make their way to the United States.

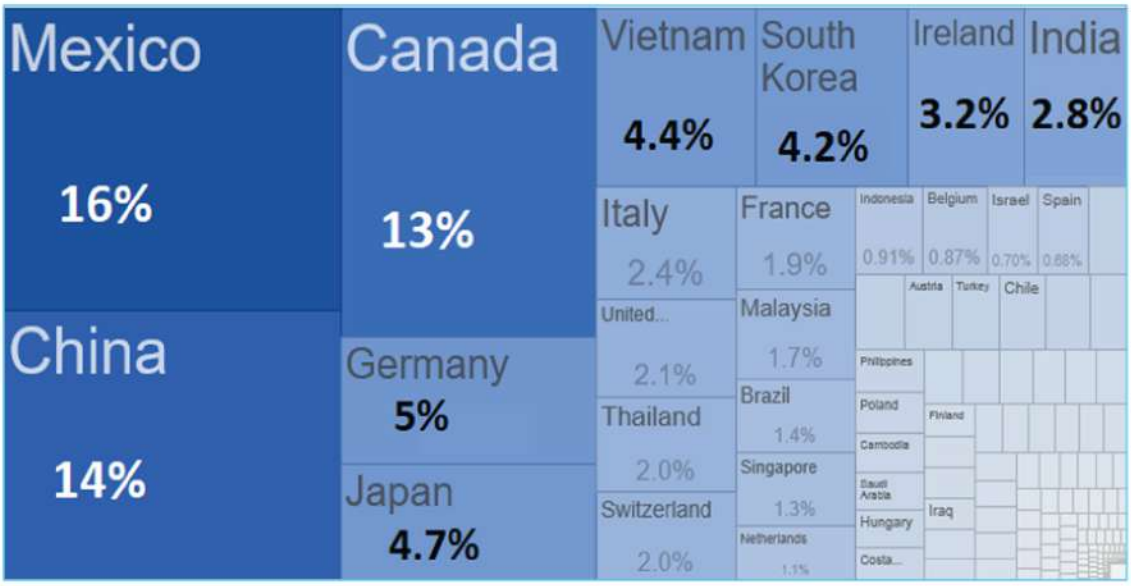


U.S. Imports				
Country	**1989**	**2001**	**2023**	**Pattern over years**
India	0.70%	0.90%	2.70%	Increasing Trade
Taiwan	5.10%	2.90%	2.70%	Decreasing Trade
Vietnam	0.00%	0.10%	3.50%	Increasing Trade

To sum up, we can say that the USA imports in the current times, mainly from China, Vietnam and India decreasing its trade relations with Japan, Taiwan and Canada.

Source: U.S. Census Bureau

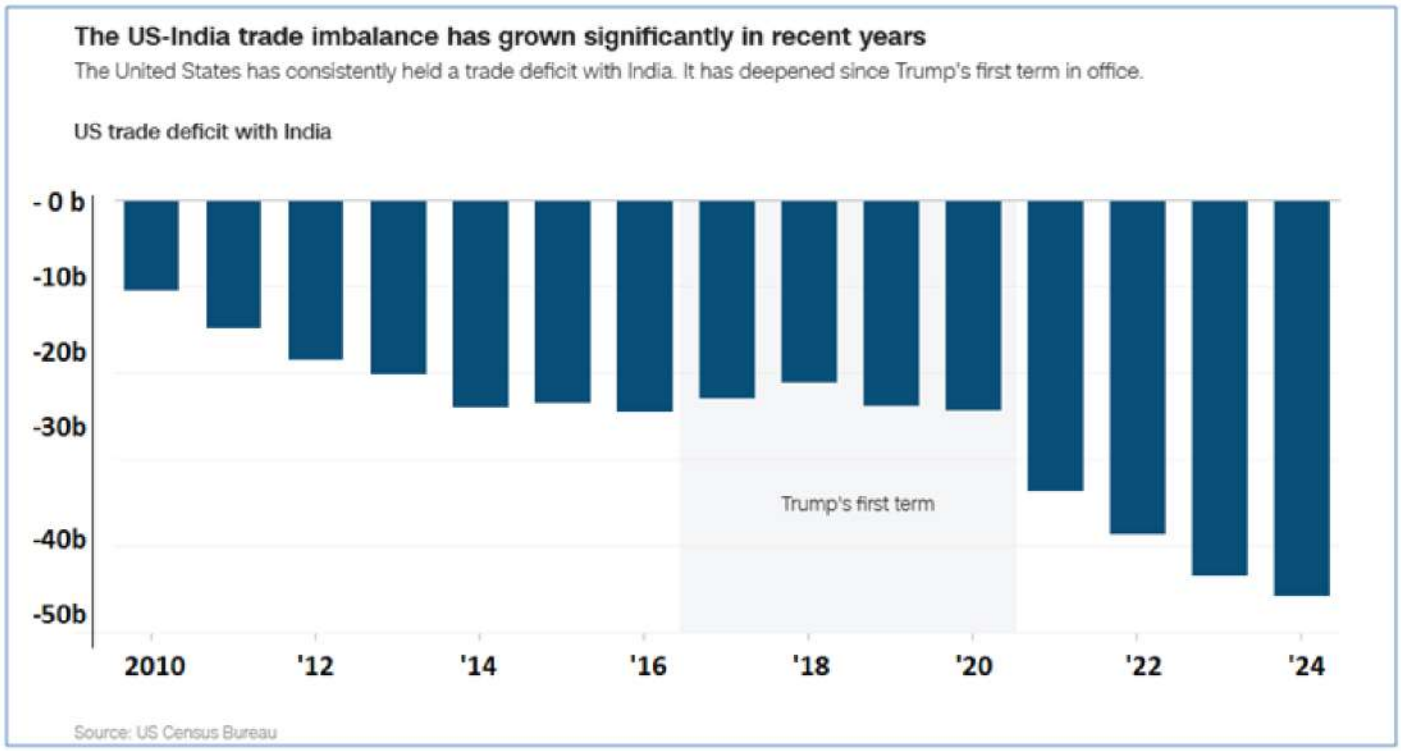
US Trade in 2024



US Trade in 2024			
Country	**US Imports**	**U.S. Exports**	**US Trade Deficit**
China	$401.4B	$131B	**$270.4B**
Mexico	$466.6B	$309.4B	**$157.2B**
Vietnam	$124.8B	$11.7B	**$113.1B**
Ireland	$95.8B	$15.3B	**$80.5B**
Germany	$146.7B	$70.3B	**$76.4B**
Taiwan	$106.2B	$38.7B	**$67.4B**
Japan	$135.8B	$73.2B	**$62.6B**
South Korea	$120.5B	$60.3B	**$60.2B**
Canada	$377.2B	$322.4B	**$54.8B**
Thailand	$57.7B	$16.2B	**$41.5B**
India	$80.1B	$38.6B	**$41.5B**
Italy	$69.9B	$30.2B	**$39.7B**
Switzerland	$49.2B	$23.8B	**$25.5B**
Malaysia	$47.7B	$25.5B	**$22.1B**
Indonesia	$25.6B	$9.2B	**$16.4B**
France	$55B	$39.9B	**$15.1B**
Austria	$16B	$4.2B	**$11.8B**
Cambodia	$11.7B	$294.6M	**$11.4B**
Sweden	$16.5B	$7.7B	**$8.8B**
Hungary	$11.2B	$3B	**$8.3B**

India's Export in 2023-24 to the USA = $ 90 b
India's Imports in 2023-24 from USA = $ 40.8 b
India – USA Trade Deficit = $ 39.2 b
India is a Trade Surplus with USA.

India - USA Exports of 2023-24	
India Exports to United States	Value
Pearls, precious stones, metals, coins	$10.17B
Electrical, electronic equipment	$9.89B
Pharmaceutical products	$7.55B
Mineral fuels, oils, distillation products	$6.52B
Machinery, nuclear reactors, boilers	$5.99B
Articles of iron or steel	$2.76B
Other made textile articles, sets, worn clothing	$2.64B
Vehicles other than railway, tramway	$2.58B
Organic chemicals	$2.55B
Articles of apparel, not knit or crocheted	$2.51B
Articles of apparel, knit or crocheted	$2.14B
Fish, crustaceans, molluscs, aquatics invertebrates	$1.90B
Plastics	$1.38B
Miscellaneous chemical products	$1.25B
Furniture, lighting signs, prefabricated buildings	$1.07B
Carpets and other textile floor coverings	$1.05B
Optical, photo, technical, medical apparatus	$974.91M
Aluminum	$947.59M
Rubbers	$851.63M
Stone, plaster, cement, asbestos, mica or similar materials	$817.62M
Articles of leather, animal gut, harness, travel good	$677.47M
Meat, fish and seafood preparations	$581.42M
Iron and steel	$504.04M
Aircraft, spacecraft	$486.34M
Essential oils, perfumes, cosmetics, toileteries	$408.77M
Footwear, gaiters and the like,	$392.50M
Coffee, tea, mate and spices	$367.60M
Lac, gums, resins	$349.53M
Paper and paperboard, articles of pulp, paper and board	$339.02M
Cereals	$337.61M



When America was importing from various countries it did not realize it is a trade deficit with almost all the countries? America's Rip Van Wrinkle Moment is creating a havoc not only in its neighboring countries but it is becoming a spoiler of the global trade.

The world is looking East, towards the countries like Japan, China, India, Vietnam, South Korea, Taiwan and the other. USA's tariff obstinacy is for its efforts to save and gather extra bucks for the economy of the USA not because it was earlier benevolent.

- India First, America First.
- Make India Great again, Make America Great Again.
- One of the super economies versus the super economy.
- Where is this going to land us into?
- We wait for the results of this tug-of-war between the "firsts" with a wink and twitch eyes to 'see' the benefits, who gets the better options, India ? or the USA?

We await eagerly.

tshah

Trupti Shah

Trade Knowledge - Freight Rate

What is the Freight Rate?

A freight rate (historically and in ship chartering simply freight) is a price at which a certain cargo is delivered from one point to another. The price depends on the form of the cargo, the mode of transport (truck, ship, train, aircraft), the weight of the cargo, and the distance to the delivery destination.



Freight rate, also called shipping rate or freight charge, is the cost you pay for transporting goods from one place to another.

Shipping carriers receive monetary compensation for their services in moving cargo, and various factors can influence the amount they paid.

How is Freight Rate Calculated?

Freight is charged for the transportation of goods is determined by a number of factors. The main factors in determining the freight rate are:

Distance:

- The distance between the origin and destination points is a fundamental factor in the freight rate calculation.
- Longer distances typically result in higher shipping costs.

Weight and Volume:

- The weight and volume of the cargo play an essential role in determining freight rates.
- Heavier shipments require more space and handling, leading to increased costs.

Mode of Transportation:

- The chosen mode of transportation, whether it's trucking, air freight, ocean freight, or rail, has a substantial impact on freight rates.
- Each mode comes with its unique cost structure and transit times.

Type of Cargo:

- The nature of the cargo being shipped affects the freight rate.
- Certain goods may require specialized handling or have specific regulations, contributing to the overall cost.

Additional Services:

- Optional services like insurance, customs clearance, warehousing, and expedited delivery can add to the total freight charges.

Market Demand and Fuel Prices:

- Fluctuations in fuel prices and market demand for shipping services can lead to variations in freight rates.

All of these factors play their own independent role in determining the price or rate at which the freight will be transported but they are also all interconnected.



The Freight Rate Formula

While calculating freight rates may vary based on different carriers and specific factors, a commonly used formula is as follows:

Freight Rate = Base Rate + (Distance Surcharge) + (Weight/Volume Surcharge) + (Additional Charges) – (Discounts)

- Each element in the formula corresponds to a specific aspect of the shipment and its associated cost.
- The base rate is the standard charge for a particular shipment, and distance and weight/volume surcharges adjust the rates based on the shipment's characteristics.
- Additional charges account for any more services requested, while discounts can applied for various reasons, such as frequent shipping or seasonal promotions.

Calculating Freight Rates

- Calculating freight rates involves considering various factors, such as the mode of transport, weight or volume of the cargo, distance, and any additional fees or surcharges.
- Here's a simplified how freight rates can be calculated for three common scenarios: road freight, air freight, and sea freight.

Calculating Freight Rate*			
Factor	**Road Freight**	**Air Freight**	**Sea Freight**
Mode of Transport	Trucks or Lorries	Cargo planes	Cargo ships
Unit of Calculation	Per Kilometer (KM) or Per Mile	Per Kilogram (KG) or Pound (LB)	Per Container (TEU or FEU)
Volume Calculation	–	Per Cubic Meter (CBM)	–
Weight Calculation	Per Kilogram (KG)	Per Kilogram (KG)	–
Distance	Total distance traveled	–	–
Container Size	–	–	Twenty-foot (TEU) or Forty-foot (FEU)
Fuel Surcharge	May apply based on fuel prices	Based on fuel prices	Apply based on fuel prices
Other Surcharges	–	–	–
Handling Fees	–	–	–
Total Freight Rate	Total distance * Rate per kilometer/mile	Total weight * Rate per kilogram + Fuel surcharge	Rate per container + Other surcharges
*Contact your Freight Forwarder or the Logistics Company for actual rates			
TEU = 20 feet Equivalent Unit	CBM = Cubic Meter	FEU = 40 fee Equivalent Unit	Surcharge & Handling Fees differ from Operator to Operator

Please contact your Freight Forwarder or a Logistics company or a shipping line for your requirements.

Product - Bath Towels

Bath towels are an integral part of our daily lives, offering comfort, absorbency, and luxury after a refreshing shower or bath. Designed to dry the body efficiently, these towels are made from various materials like cotton, bamboo, and microfiber, each catering to different needs and preferences.





Basic Usage of Bath Towels:

- **Personal Care:** Used after bathing, swimming, or spa treatments.
- **Hotels & Hospitality:** Premium towels enhance guest experience in hotels, resorts, and wellness centers.
- **Healthcare & Fitness:** Found in gyms, salons, and hospitals for hygiene and comfort.
- **Travel & Sports:** Lightweight and quick-drying towels are ideal for travelers and athletes.

Main Qualities of a High-Quality Bath Towel:

- **Absorbency:** Made from high-GSM cotton for superior water absorption.
- **Softness & Comfort:** Egyptian and Turkish cotton provide a plush feel.
- **Durability:** Double-stitched hems and strong fibers ensure longevity.
- **Quick Drying:** Some towels, like bamboo and microfiber, dry faster and prevent odor.
- **Eco-Friendly Options:** Organic cotton and plant-based dyes cater to sustainable

The global demand for bath towels continues to grow, driven by rising consumer expectations for quality and sustainability. With India being a leading manufacturer and exporter, the industry presents immense opportunities for businesses catering to domestic and international markets.

Export Information for Bath Towels

Export Information for Bath Towels	
Information	**Details**
H.S. Code 630492	Towels, other than Terry Towels Terry Towels
Trade Policy	Export Permitted Freely
RCMC	Cotton Textile Export Promotion Council www.texprocil.org Or www.FIEO.org
Government Benefits	Duty Drawback = 3% or 68.9 (Cap) Interest Subvention = 3% (for MSME units) RoDTEP = not applicable RoSCTL = applicable
GST (paid to Supplier)	5% - 12% depending up on the price of product*
* Check details from www.commerce.gov.in | www.indiantradeportal.in	

Global Market Overview

The global towel market encompasses various segments, including bath towels, kitchen towels, hand towels, and cotton towels. Here's an overview of the market size and growth projections for these segments:

- **Bath Towels:**
  In 2024, the global bath towel market was valued at approximately $11.44 billion. It is projected to grow to $16.59 billion by 2032, exhibiting a Compound Annual Growth Rate (CAGR) of 4.87% during the forecast period.
- **Hand Towels:**
  The hand towel market size grew from $3.06 billion in 2024 to $3.25 billion in 2025, at a CAGR of 6.2%. It is anticipated to reach $4.03 billion by 2029, growing at a CAGR of 5.5%.
- **Cotton Towels:**
  The global cotton towel market was valued at $4.48 billion in 2024 and is projected to grow to $7.24 billion by 2032, with a CAGR of 6.28% during the forecast period.





Market Growth in India:

India plays a significant role in the global towel market, particularly in the cotton terry towel segment. In 2019, India supplied about 39% of the cotton towels imported by the United States, up from 30% in 2009. This growth underscores India's expanding presence in the global towel industry.

The country's robust textile manufacturing sector and its prominence in global exports suggest a strong and growing domestic market. Factors such as rising disposable incomes, urbanization, and increased awareness of personal hygiene are likely contributing to the growth of the towel market in India.

Material used in Bath Towels

Details of Bath Towel			
Type of Bath Towel	**Material Used**	**GSM (Grams per Sq. Meter)**	**Weight (Approx.)**
Standard Bath Towel	Cotton, Cotton Blend	400-600 GSM	400-700g
Luxury Bath Towel	Egyptian Cotton, Bamboo	600-900 GSM	700-1000g
Quick-Dry Towel	Microfiber, Cotton Blend	300-450 GSM	300-500g
Turkish Bath Towel	Turkish Cotton	500-700 GSM	500-800g
Organic Cotton Towel	Organic Cotton	500-700 GSM	500-800g
Zero-Twist Towel	Zero-Twist Cotton	550-750 GSM	600-900g
Waffle Weave Towel	Cotton, Bamboo Blend	250-400 GSM	250-500g
Lightweight Travel Towel	Microfiber	200-350 GSM	200-400g
Spa and Hotel Towels	Egyptian Cotton, Combed Cotton	600-800 GSM	600-900g

Types of Towels









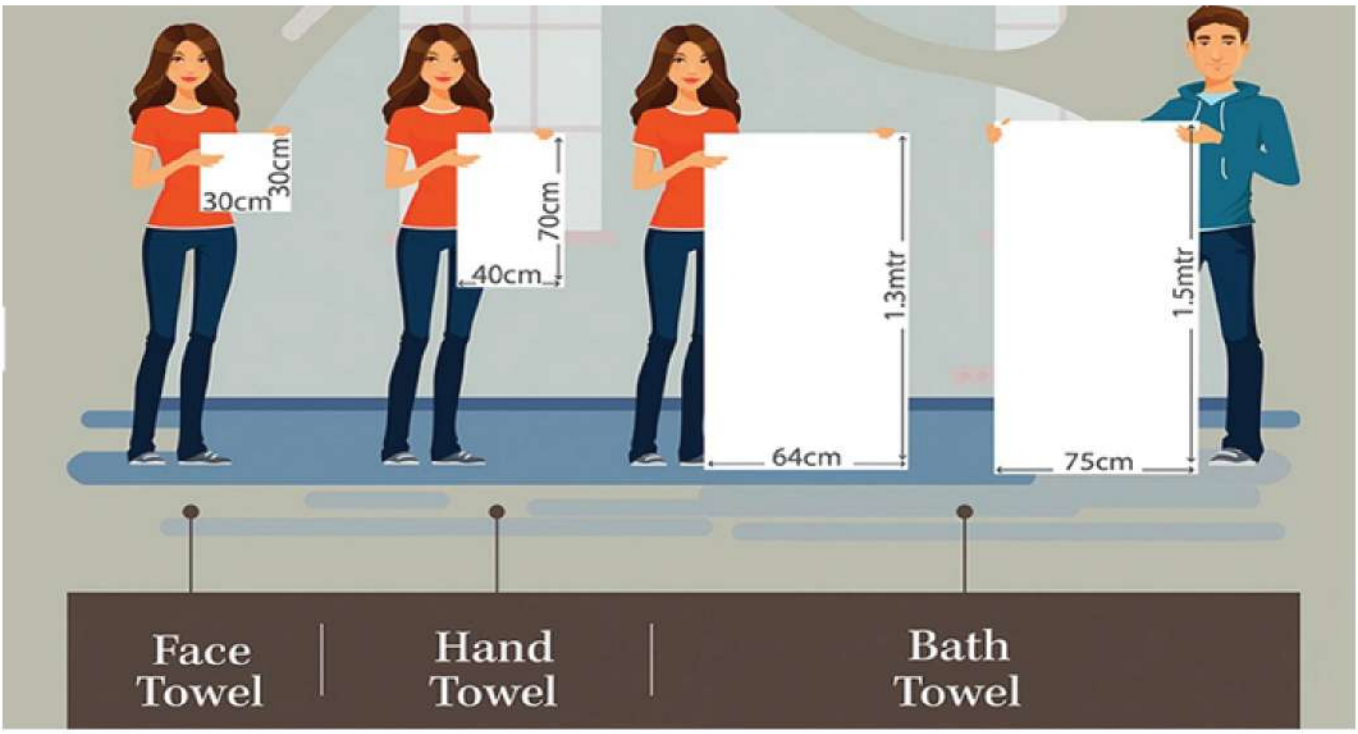
G.I. Product of Towels



Top 10 bath towel exporting countries, along with their export shipment counts and market shares, 2024

Top Towel Exporting Countries		
Rank	**Country**	**Market Share**
1	India	57%
2	Pakistan	16%
3	China	10%
4	Turkey	7%
5	Vietnam	4%
6	Bangladesh	3%
7	United States	0.90%
8	Brazil	0.60%
9	Sri Lanka	0.50%
10	South Korea	0.50%

Sizes and Quality of Towel



GSM	Lower than 350	350 - 420	420 - 500	500 - 550	Higher than 550
Water Absorbency	★★★☆☆	★★★½☆	★★★★½	★★★★★	★★★★★
Softness	★★★☆☆	★★★½☆	★★★★½	★★★★★	★★★★★
Weight	Light	Light	Medium	Heavy	Heavy
Towel Dry-Time	15 min	15 min	20 min	45 min	45 min
No of Washes	<30	30	40	<50	50

Exports from India

Key Exporting States and their Exports		
State	Major Export Destinations	Types of Towels Exported
Tamil Nadu	United States, Australia, UAE	Cotton bath towels, hand towels
Maharashtra	United States, UK, Germany	Terry towels, beach towels
Gujarat	Canada, France, Japan	Organic cotton towels, bathrobes
Karnataka	Italy, Spain, Netherlands	Bamboo fiber towels, face towels
Punjab	Saudi Arabia, South Africa, Singapore	Microfiber towels, kitchen towels

Countries where India Exports		
USA	Japan	Spain
UK	UAE	France
Germany	Nigeria	Netherlands
Mauritius	Italy	Bangladesh
Greece	Nepal	Saudi Arabia
Bhutan	Uganda	Maldives
South Africa	Singapore	Canada

Predominant Types of Bath Towels Exported:

- **100% Cotton Terry Towels:**
  These are the most commonly exported towels, known for their softness, absorbency, and durability. They are widely preferred in markets like the United States and the United Kingdom.
- **100% Micro Cotton Terry Towels:**
  These towels, exported to countries like Japan, offer a luxurious feel with enhanced softness and absorbency.
- **Profit Margin**
  1. For >700 GSM towels, profit margin can be estimated at 45%
  2. For <500 GSM towels, profit margins can be upto 25%

Quality Requirements

Certificates and Registrations for Bath Towels		
Certification	**Purpose**	**Applicable To**
GOTS (Global Organic Textile Standard)	Certifies organic fibers & eco-friendly processing.	Organic Cotton, Hemp, Linen Towels
OEKO-TEX® Standard 100	Ensures textiles are free from harmful chemicals.	All textiles (cotton, bamboo, Tencel)
Bluesign® Certified	Ensures responsible dyeing & chemical management.	Towels dyed with eco-friendly dyes
EU Ecolabel	Certifies low environmental impact during production.	European market exports
Fair Trade Certified	Ensures ethical production & fair wages.	Cotton towels
*Registration with Ministry of Textile may be required **Good Manufacturing Practices (GMP) certificate may be required for Manufacturers.		

Packaging Materials Used		
Material	Usage	Sustainability
Polyethylene (PE) Bags	Bulk shipments	Non-biodegradable
Biodegradable Bags	Eco-friendly brands	Sustainable
Vacuum-Sealed Plastic	Compact, reduces shipping costs	Less eco-friendly
Kraft Paper Wraps	Organic towel packaging	Fully recyclable
Luxury Rigid Boxes	Premium towels (retail/gifting)	Reusable
Corrugated Cartons	Outer shipping packaging	Recyclable

Key Packaging Care

- **Moisture Protection:** Use silica gel packets or waterproof liners
- **Labels:** Include brand logo, wash instructions, and certifications
- **Carton Sealing & Strapping:** Use strong tapes & straps for secure transport.

Country-Wise Packaging Tips		
Country/Region	Preferred Packaging Type	Regulatory Considerations
USA & Canada	Individual + bulk packaging	CPSIA labeling for textiles
EU (Germany, France, UK)	Sustainable kraft paper or recycled plastic	REACH compliance for chemicals
Middle East (UAE, Saudi Arabia)	Luxury boxes for retail, bulk for hotels	Bilingual labeling (English + Arabic)
Australia & New Zealand	Eco-friendly vacuum-sealed packs	Biosecurity compliance (clean packaging)
Japan & South Korea	Minimalist packaging with clear branding	High-quality finishing & aesthetics
Always ask your buyer for packaging requirements in his Country		

Packaging & Labeling Requirements

- **Regulatory Compliance:** Packaging must comply with importing country's regulations (e.g., ISPM-15 for wooden crates).
- **Sustainability:** Many countries prefer eco-friendly packaging materials; this is increasingly important for handicrafts and home décor items.
- **Sealing and Security:** Ensure tamper-proof packaging with clear markings for customs inspections.
- **Language:** Use English and/or the importing country's official language on labels.
- **Markings for Handling:** Include internationally recognized symbols such as "Fragile," "Keep Dry," and "This Side Up."

Packaging Details

1. Sturdy wooden pallets with edge and corner protection.
2. Shrink wrapping for moisture resistance
3. Interlayers of foam or cardboard between tiles to prevent scratches
4. Packed in corrugated boxes, sealed with moisture-resistant tape
5. Wooden crates or pallets for large quantities.
6. Cushioning with bubble wrap or foam sheets
7. Use silica gel packets to prevent humidity-related damage
8. Custom-molded foam inserts for delicate items.
9. Bubble wrap and foam for individual item protection for delicate items

Labeling Details

1. Product description and material composition
2. Warning labels for fragile items
3. Installation and maintenance instructions.
4. Cushioning with bubble wrap or foam sheets.
5. Handling instruction like “fragile”, etc.



State of India - Uttarakhand

- Uttarakhand, a state in northern India crossed by the Himalayas, is known for its Hindu pilgrimage sites.
- Rishikesh, a major centre for yoga study, was made famous by the Beatles' 1968 visit.
- The city hosts the evening Ganga Aarti, a spiritual gathering on the sacred Ganges River.
- The state's forested Jim Corbett National Park shelters Bengal tigers and other native wildlife.
- It is rich in natural resources especially water and forests with many glaciers, rivers, dense forests and snow-clad mountain peaks.
- Char-dhams, the four most sacred and revered Hindu temples of Badrinath, Kedarnath, Gangotri and Yamunotri are nestled in the mighty mountains.

- **It's truly God's Land (Dev Bhoomi).**
- It's is **second youngest** state of India.
- Dehradun is the capital city. The town lies in the Dun Valley on the watershed of Ganga and Yamuna Rivers.
- **Major Cities:**
  Haridwar, Nainital, Rishikesh, Almora, Haldwani, Roorkee, Uttarkashi, Musoourie
- **Languages Spoken:**
  Hindi, Garhwali and Kumauni



- Exports from Uttarakhand is 0.41% of total exports from India (2023-24)
  It exports are 1.80 billion USD.
- Uttrakhand is split from Uttarpradesh to be the 27th State of India.

Economy of Uttarakhand is based on: (2023)

- Uttarakhand's main sources of income are agriculture, hydropower, tourism, and the service industry.

Agriculture

- A major sector of the state's economy
- The state grows basmati rice, wheat, soybeans, groundnuts, coarse cereals, pulses, and oil seeds
- The state also grows fruits like apples, oranges, pears, peaches, litchis, and plums
- The state has agricultural export zones for leechi, horticulture, herbs, medicinal plants, and basmati rice

Hydropower

- The state's abundant water resources are favorable for hydropower

Tourism & Service Sector

- A major industry in Uttarakhand – tourism, hotel and hospitality
- The state offers a large potential for employment generation in both urban and rural areas.

Other industries

- The state has prospective development in IT, ITES, biotechnology, pharmaceuticals and automobile industries, transportation and Manufacturing.

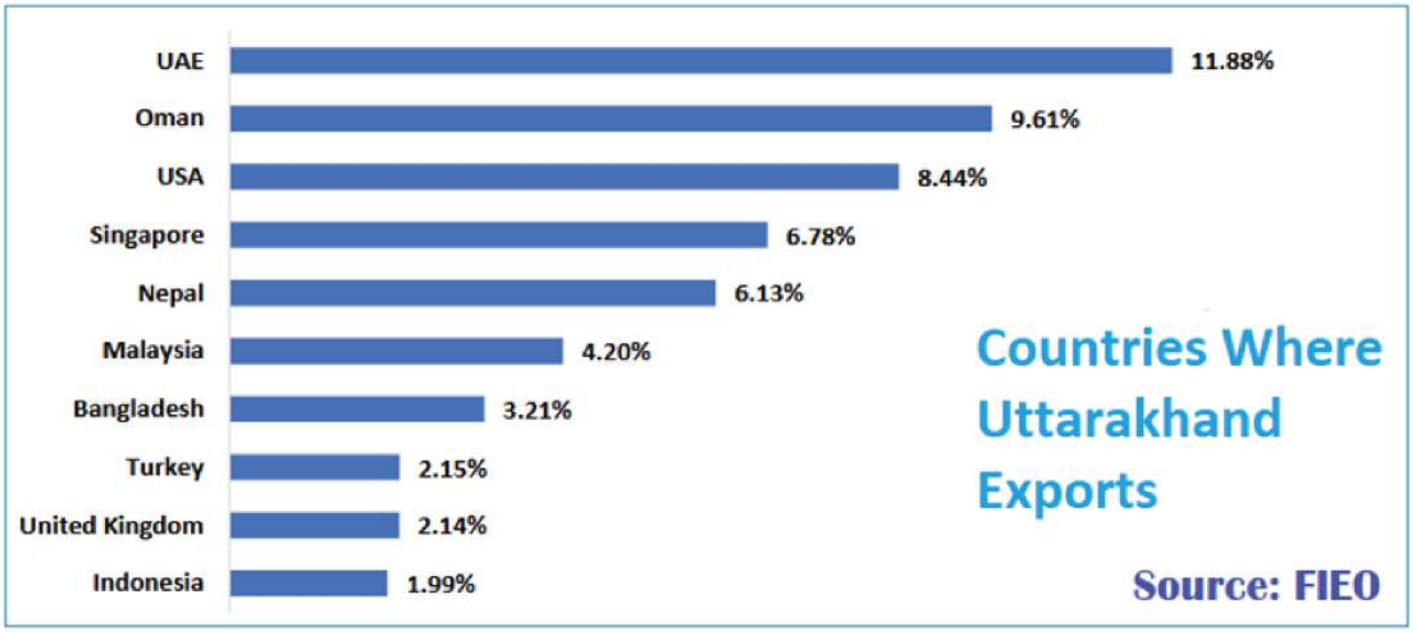
Top Agricultural Products of Uttarakhand

Major Agricultural & Allied Products of Uttarakhand	
Category	Details
Cereals	Rice, Wheat, Maize
Millets	Manduva
Pulses	Urad, Gram, Pea, Masoor, Rajma
Oilseeds	Mustard, Soya, Groundnut
Other crops	Sugarcane
Vegetables	Onions, Chilli, Radish, Peas, Potato, Cauliflowers; Jackfruit Mushrooms
Other	Honey
Fruits	Peaches, Plums, Pear, Litchi, Apples, Oranges,
Spices	Turmeric, Ginger, Chilli, Fenugreek, Black Cardamom, Gandrayani, Jamboo, Organic Spices

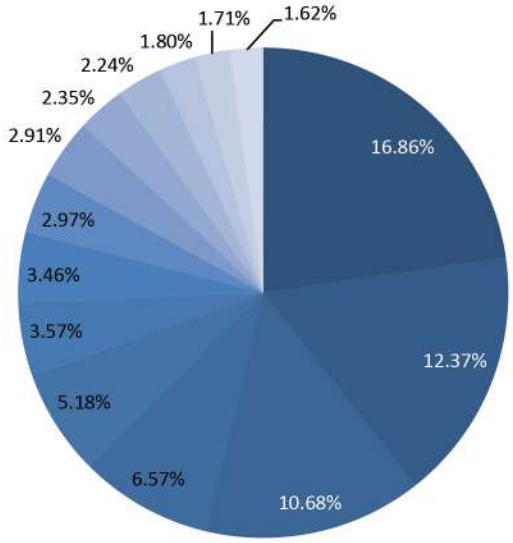
Top Industries of Uttarakhand

Top Industries of Uttarakhand	
Tourism	Hydropower
Textile	Pharmaceuticals
Food Processing	Cement & Construction material
Automobiles & Auto Parts	I.T., ITeS., Biotechnology
Agricultural Technology	Horticulture & Floriculture
Education	Banking

Where does Uttarakhand Export to?



Top Products Exported From Uttarakhand in % of Export



Top Products Exported From Uttarakhand	
Product / Commodity	% of Export
Drug Formulations, Biologicals	16.86%
Ship, Boat & Floating	12.37%
Zinc & Products made of Zinc	10.68%
Electronics & Instruments	6.57%
Auto Components / Parts	5.18%
Plastic Sheets, Film Plates etc.	3.57%
Silencers and Exhaust Pipes	3.46%
Paper, Paper Board & Products	2.97%
Organic Chemicals	2.91%
Electrical Machinery & Equip't	2.35%
Ind'l Machinery for Dairy	2.24%
MotorCycle with Cycl. Capacity >75 & < 250 cc	1.80%
Radial Tyres for Buses & Lorries	1.71%
Ethylene Glycol (Ethanediol)	1.62%

Major Customs points

Uttarakhand is a land-locked State.

Customs Points in Dehradun		
ICD	Land Customs Station	Airport
Pantnagar Kashipur	Pithoragarh, Kumaon Banbasa	Jolly Grant Airport Pantnagar
	Above both are for NEPAL	

Uttarakhand - G.I. Tagged Products

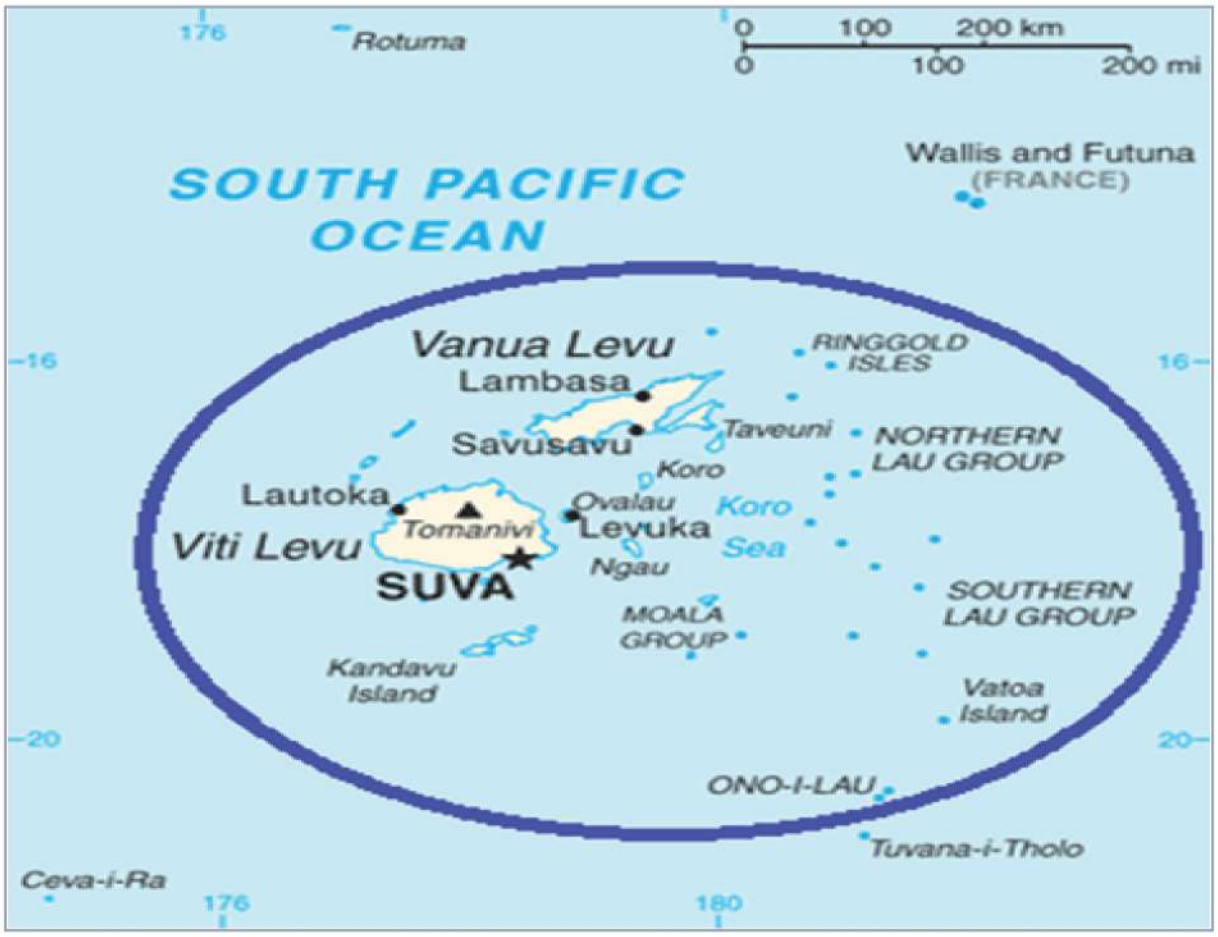
Uttarakhand State - GI tags	
Product / Commodity	Description
Tejpat	Bayleaf (Spices)
Munsiyari White Kidney Beans	Variety of Rajma
Basmati Rice	Long grain, aromatic rice
Pahadi Chaulai	Amaranth (Millet)
Pahari Tur	Legume
Almora Lakhori Chilli	Red Chilli
Pahadi Malta	Orange Fruit
Copper Handicrafts	Nainital Candles
Likhai Wood Carvings	Bhotia Dun (Rugs)

District – Wise Map of Uttarakhad



Country - Republic of Fiji

- Republic of Fiji, is an island country in Melanesia, part of Oceania in the South Pacific Ocean.



- Fiji consists of 332 islands (of which 106 are inhabited) and 522 smaller islets. Over 90% of Fiji is water.
- The two most important islands are Viti Levu and Vanua Levu, which account for about three-quarters of the total land area of the country.
- Fiji might be famous for its idyllic white sand beaches and glistening waters, but venture off the sun lounger and you'll discover a rich culture and some of the friendliest folks in the South Pacific.
- Fiji is the Soft Coral Capital of the World
- It is a country with three official languages.,Fiji has English, Fijian Hindi and Fijian.
- The 180° meridian runs through Taveuni, but the International Date Line is bent to give uniform time (UTC+12) to all of the Fiji group.

In the most aid-dependent region in the world, Fiji ranks consistently among the Pacific's top five recipients of development financing.

Fiji comes from its largest five development partners. The Foreign aids come in to Fiji from the below:

1) Australia
2) The Asian Development Bank
3) The World Bank
4) Japan
5) European Union
6) China

- Fiji is a member of many international organizations, including the United Nations, the Global Development Network, and the International Organization for Migration.
- Fiji is also a member of the African, Caribbean and Pacific (ACP) Group, WTO, WCO, IMF, and IBRD.
- Fiji's foreign policy prioritizes strengthening ties with countries in the "Look North" approach, including China, India, Brazil, Russia, and South Africa.

Republic of Fiji	
Basic Information	Details
Language	English
	Fijian & Fijian Hindi
Capital City	Suva
Currency	Fijian Dollar - FJD 1 FJD = 37.89 INR 1 USD = 2.29 FJD
Time Time Zones Day Light Saving	6.30 hours ahead of India Pacific / Fiji Time Zone No
Major Cities of Fiji	Nadi; Suva; Lautoka; Ba; Sigatika; Labasa; Nasori; Rakiraki, etc.
Income Group	Middle Income Country
Indians in Fiji	Approx. 3,16,081

To Export to Fiji, one must follow the Fijian guidelines and its Foreign Trade Policy:

1. For Customs – https://frcs.org.fj/
2. For Trade data - https://www.statsfiji.gov.fj/
3. Embassy of India, Suva – https://www.indiainfiji.gov.in/

Agricultural and Allied Products of Fiji

Fiji's economy is dependent up on its agriculture.

Agricultural & Allied Products	
Vegetables Taro leaves; Bele; Cassava Coconut; Sweet Potato, Cabbage; Lettuce; Fern; Sugarcane; Brinjal; Raurau Ginger; Kava; Turmeric Vanilla, Pepper	**Seafood** Marlin, Mahi mahi, Prawns, Skipjack; Yellowfin, etc. Kokoda etc.
Cereal	Rice
Pulses and Legumes	Pigeon pea; Cowpea, Urad & Moong Beans
Fruits	Guava; Soursop; Banana; Passion fruit; Mango; Dragon Fruits; Coconut; Rambutan; Breadfruit; Pineapple; Pomelo; etc.
Meat	Pork & Meat
Poultry	Lamb; Chicken & Eggs
Sugarcane remains the cash crop of Fiji	

Major Industries of Fiji

Major Industries in Fiji	
Industries	Products
Tourism	Hotels and Hospitality
Processed Food Industry	Sugarcane; Coconut
Mining	Bauxite, Zinc & Gold
Manufacturing	Bottled Water; Apparel; Wood based Products
Timber	Lumber
Fishing	Packed Fish, Frozen Fish, cooked Fish etc

India – Fiji Trade Opportunities

- **Exports**
  India exports worth 7.36 million USD to Fiji in 2024

- **Imports**
  India Imports worth 208,000 USD from Fiji in 2024

- **India is Trade Surplus with Fiji**



India – Fiji Bilateral Trade

India - Fiji Bilateral Trade	
India Exports to Fiji	Fiji Exports to India
Non-Knit Active wear	Broadcasting accessories
Iron Structures	Scrap Iron
Packaged Medicaments	Scarp Aluminium
Medical Instruments	Raw Lead
Rice	
Unglazed Ceramics	
Shaving products	
Jewellery	
Refined Petroleum	
Knit T-Shirts	
Acrylic Polymers	
Source (OEC World)	

Ports of Fiji

Major Ports in Fiji	
Major Commercial Sea Ports	Airports
Suva	Nadi
Lavtoka	Nausori, near Suva

Banks in Fiji

Banks in Fiji	
ANZ Banking Group	Westpac Banking Corporation
Bank of South Pacific	Merchant Finance & Investment
Bred Bank	Kontiki Finance
HFC Bank	
Bank of Baroda, Indian Bank with Operations in Fiji	

G.I. Product of Fiji

Kava

Kava, otherwise known as yaqona, or quite simply, grog, is the traditional national drink of Fiji. It is a mildly narcotic and sedative drink made from the crushed root of the yaqona (pronounced yang-GO-na) strained with water. It is served in a large communal bowl as part of the traditional kava ceremony.

Kava is promoted as a dietary supplement for anxiety, insomnia, and other conditions.



Kava Drink



Kava Leaf

Trade agreements:

Fiji is part of the Pacific Island Countries Trade Agreement (PICTA) and has trade relations with countries like Australia and New Zealand.

Business in Fiji

- FCEF (Fiji Commerce and Employers Federation): Considered the leading chamber of commerce in Fiji, representing the private sector and advocating for favorable business legislation.
- Fiji Chamber of Commerce (FCC): Another important association focused on advocating for policies that improve the business climate and contribute to economic development.
- Fiji Australia Business Council (FABC): Primarily focused on fostering trade between Fiji and Australia.
- Fiji Indigenous Business Council: Represents Fijian indigenous businesses.
- Women Entrepreneurs Business Council (WEBC): Supports women entrepreneurs through training and networking opportunities.
- Fiji Crop & Livestock Council (FCLC): Advocates for the interests of farmers.
- Fiji Fishing Industry Association (FFIA): Represents the fishing industry and works on capacity building for its members
- Fiji Chamber of Commerce

Provinces and Districts of Fiji



Question ??? Answer



Question 1:
What is white labeling in exports?
Narhari Khatri,
Jamnagar, Gujarat

Answer: White label products are sold by retailers with their own branding and logo but the products themselves are manufactured by a third party. White labeling occurs when the manufacturer of an item uses the branding requested by the purchaser or marketer instead of its own. The end product appears as though it's been produced by the purchaser.
For Example, you have procured a product from a manufacturer. You have requested the manufacturer to use your labels or names on the product. The product can be exported with your name or brand (instead of the manufacturer's name). Similarly, when you export a product, the buyer may want his name or brand to be printed or labeled on the product.
This is called White labeling.

Question 2:
What is Pre-shipment while exporting?
Sreejit Nair, Wayanad, Kerala

Answer: This process encompasses a series of well-defined steps, including inspections, documentation, and compliance checks, all aimed at safeguarding product quality and facilitating smooth transit. Starting from Market study to Buyer finding, then negotiating all terms and conditions with the buyer including quality, packaging, delivery etc. to customs clearance and packaging.
The process continues until the product is delivered to the buyer with utter satisfaction.

Order Confirmation → Manufacturing → Quality Control → Packaging → Delivery → Customer Trust

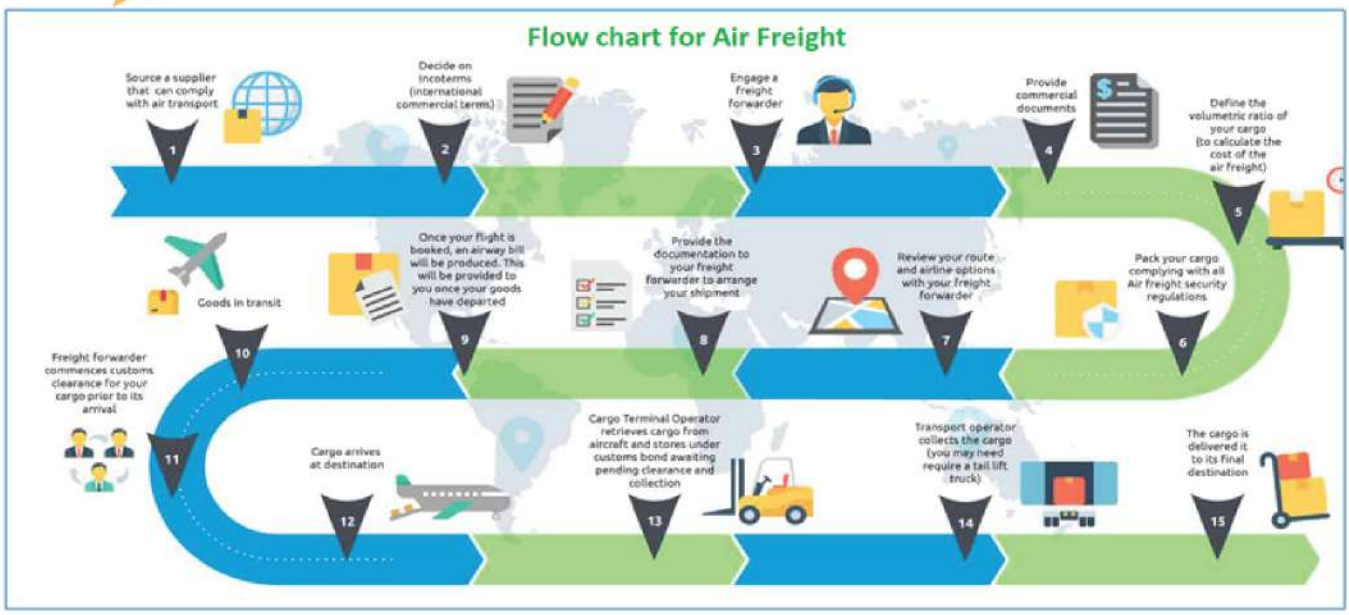
1. Order Confirmation
2. Manufacturing
3. Quality Control
4. Packaging
5. Delivery
6. Customer Trust

Overall, the pre-shipment procedure is not just about logistics; it is about creating a seamless experience that builds trust and reliability in Seller – Buyer relationship. reflecting the growing importance of supply chain visibility and efficiency.

Question 3:
What is the export process for exports through Airplane?

Manas Ghosh, Hooghly, West Bengal

Answer: The Process of Air cargo is give in the below pictorial flow chart.



DID YOU KNOW?

Canals and Straits charge for the ship to pass through.
This charge is paid by the ship owner.
This charge is paid by exporter or importer in the ocean freight charged by the shipping line.

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Exported Country - **Vietnam**



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Product - **Ayurvedic product**
Exported Country - **UK**



Mihir Mistry

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Product - **Industrial Mold Tools**
Exported Country - **Canada**

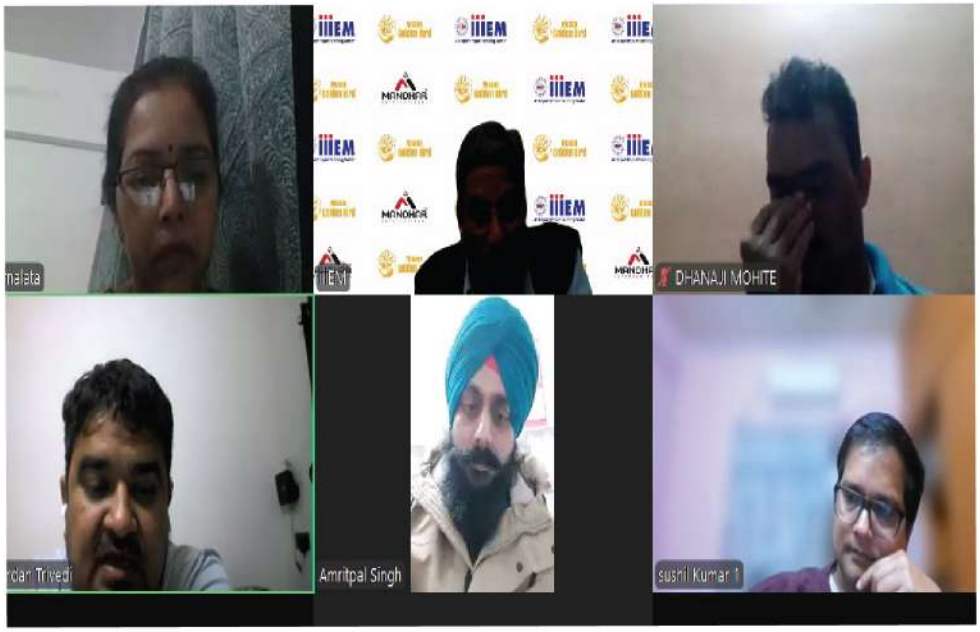


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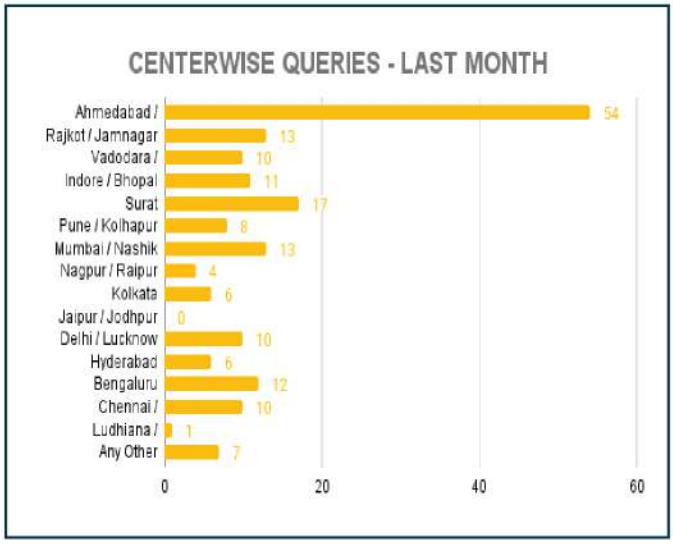


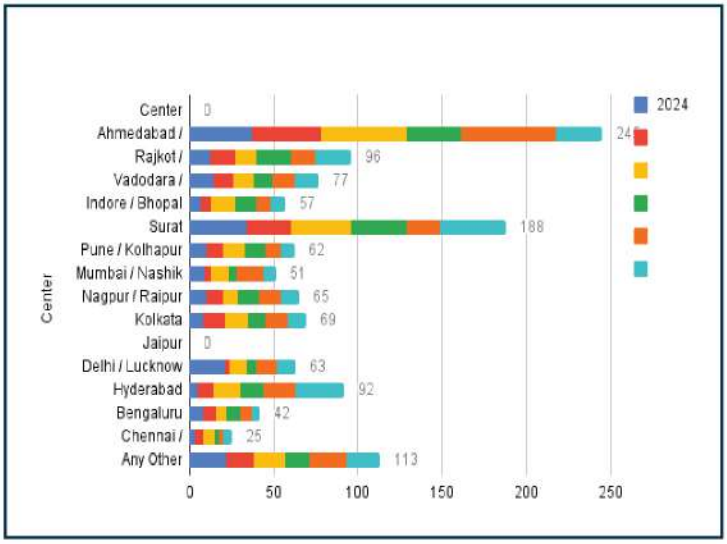
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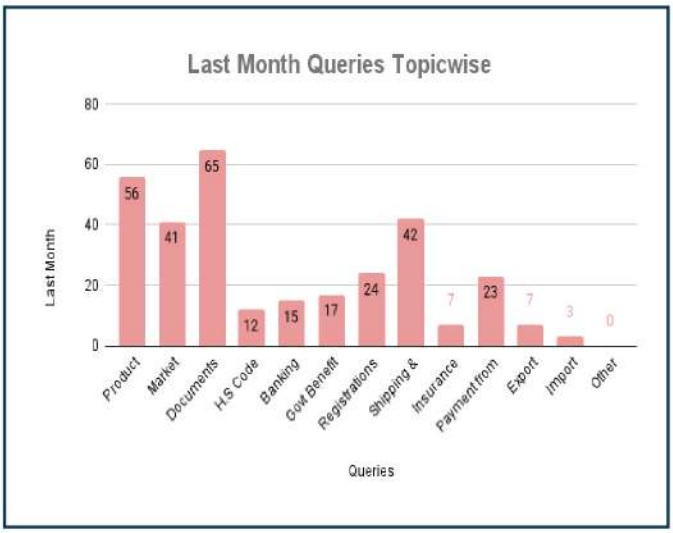
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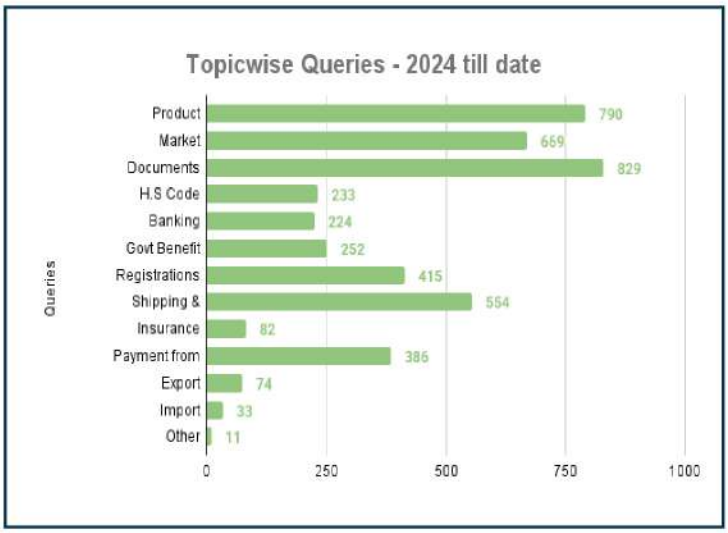
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THE BLOC EFFECT

Trade with Geopolitical Allies on the Rise

Over the past five years, global trade has become increasingly fragmented as countries trade more with their geopolitical allies.

The shift amounts to nearly $270B more being traded within blocs in 2023 versus 2018. How significant are the changes in individual countries?



Courtsey: Visual Capitalist

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