May 2024



Has the Spices Dust Settled?

प्रारंभ
PRARAMBH

An Export Import Trade Magazine

An Initiative by iiiEM

Forward

This forward dives into some of the most captivating headlines happening around the world.

The recently concluded 2024 Indian general elections were truly momentous. Witnessing the highest voter turnout, including a record number of female voters, the elections cemented India's democratic spirit. This extensive seven-phase process, spanning 44 days with over 600 million voters participating, stands as a testament to the country's vibrant democracy.

While India celebrates its democratic triumph, other parts of the world face ongoing conflicts. The truce between the U.S.A. and the Israel-Hamas conflict offers a glimmer of hope. However, the question remains - is this a genuine ceasefire or a temporary pause before renewed hostilities?

The situation in Ukraine continues to be a cause for concern. Despite ongoing supplies of military equipment from Europe and the U.S.A., the war with Russia rages on. It's worth pondering whether the West's actions are inadvertently fueling the conflict. Interestingly, Russia's economy seems to be weathering the sanctions storm, raising further questions about the West's overall strategy.

On a brighter note, India's economy is experiencing a robust 8.2% growth rate, exceeding expectations. This impressive surge propels India closer to achieving its goals of progress, prosperity, and establishing itself as a leading global economic force.

With India's economic engine firing on all cylinders, this presents a golden opportunity for businesses to enter the foreign trade arena. If you haven't already, consider exploring the exciting possibilities of international trade and contributing to India's economic ascension.

This revised blog employs stronger vocabulary and a more structured format, making the content more engaging and informative.

Signing off until the next,

Prarambh Team.

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Message From Founder & CMD-iiiEM

MSMEs are the engines of growth for India.

India is a country with a large and diverse population, a vibrant economy, and a rich cultural heritage. It is also a country with immense potential for growth and development, especially in the fields of micro, small and medium enterprises (MSMEs) and startups. These sectors play a crucial role in creating employment, fostering innovation, and contributing to the gross domestic product (GDP) of the nation.

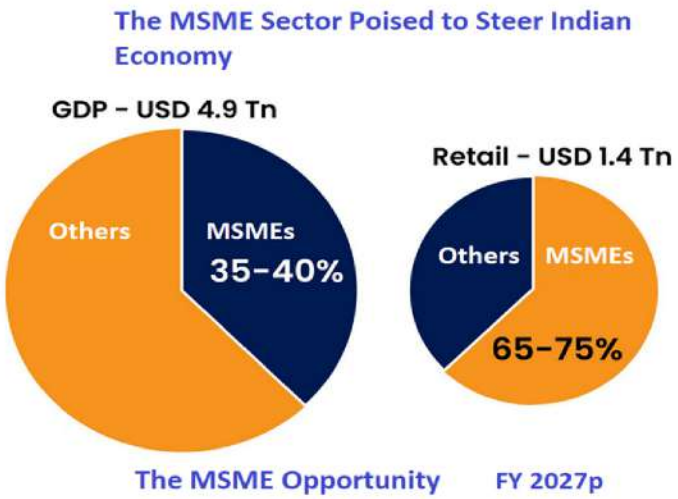
The MSMEs have huge growth potential, they are likely to produce 10-15 million employment opportunities in the next decade. The government of India is going all in with helping the MSMEs rise to their full potential. Government initiatives like 'Come make in India' 'Digital India', and 'Do in India' are run in the country to promote and favor the growth of MSMEs.



According to the Ministry of MSME, there are about:

- 63.4 million MSMEs in India, which account for 45% of the manufacturing output,
- 40% of the exports, and 28% of the GDP.
- These enterprises provide employment to over 111 million people, making them the second-largest employer after agriculture.

MSMEs are also the backbone of the rural economy, as they provide livelihood opportunities to millions of people in the hinterlands.



The Government Schemes available to MSMEs

- MSME Samadhaan
- Maki-in-India
- Udyog Aadhaar
- Stand Up India
- MUDRA
- ZED Scheme

India's vibrant MSME sector holds immense potential to propel the nation's economic growth. This essay explores several exciting avenues for MSMEs to thrive:

1. **Telecom Boom:** As India boasts the world's second-largest telecom market with a phenomenal 10% growth rate since 2022, the government's "Self Reliant Scheme" presents a golden opportunity. This initiative fosters domestic manufacturing of telecom equipment, creating a surge in MSME employment. Additionally, the high demand for mobile devices within India translates to cost-effective production for MSMEs.
2. **Green Services Export:** With the global focus on sustainability, the concept of "Planet, People, Profit" is gaining traction. MSMEs can capitalize on India's inherent service sector advantage by exporting services that promote clean and green practices.
3. **PLI Scheme: A Catalyst for Growth:** The government's ambitious Production Linked Incentive (PLI) scheme, with a budget of ₹1.97 lakh crore, empowers 13 key industries to leverage the "Make in India" initiative. This translates to enhanced manufacturing capabilities and export potential for MSMEs. Notably, the dedicated schemes for the automotive industry, promoting electric vehicle production, offer a chance to reduce carbon footprint, decrease fuel imports, and accelerate growth.

4. **Fostering Innovation:** The government's 50% subsidy on patent registration for MSME enterprises acts as a significant incentive for innovation.
5. **Financial Benefits:** MSMEs enjoy reduced interest rates on overdraft facilities from banks and under the Credit Guarantee Trust Fund Scheme.
6. **Startup Synergy:** India's burgeoning startup ecosystem, boasting over 66 unicorns as of today, provides a fertile ground for MSMEs. Innovative MSME ideas can flourish with the right support and streamlined processes, free from bureaucratic hurdles.
7. **Technology Upgradation:** The Credit Linked Capital Subsidy Scheme (CLCSS) empowers MSMEs with capital subsidies for technology upgrades, ensuring they stay competitive.

In conclusion, MSMEs are the lifeblood of India's economic progress. By capitalizing on the opportunities presented by government initiatives, technological advancements, and a growing services sector, MSMEs can propel themselves and the nation towards a prosperous future.





Dipak Sudhir Manohar



From the Editor's Desk

Spices - Cover Story



In the last few weeks we have read and heard about the Indian Spices in the newspapers and television. This has created a storm in the tea cup. Exporters and local traders all have come under suspicious eyes of the customers. Even the normal housewives started doubting their purchase of the "masala" in the smallest of towns in India.

The news has spread like wild fire all across the Indian Spices Industry, the Spice Board of India and the Food Safety and Standards Authority of India (FSSAI).



https://www.pomionline.it/en/healthy-cooking/food-trends/cooking-spices/

To appease the critics within India and outside India, let us bring some statistically proven data from the Spices Board of India that needs to be heard and known by all across the globe.

- India is considered 'The Land of Spices'
- India is the largest, producer, consumer, and exporter of spices.
- Indian spices are well-known for their flavor and aroma in both domestic and international markets.
- The United States, China, Vietnam, UAE, Malaysia, UK, Germany, Saudi Arabia, Thailand, and Sri Lanka are some of the largest importers of Indian spices.
- India produces about 75 of the 109 varieties of spices listed by the International Organization for Standardization (ISO).
- Over the years, the Indian spice community has evolved and matured as a technology-based, quality-conscious, customer-centric, market-driven industry.
- In 2023-24, 99.8 per cent of around 1.4 million ton of spices has met quality requirements of different countries.

While preparing the Spices, one needs to dry the same with fumigation to eliminate the pests and tiny insects in the powder or spices. Here the Ethylene Oxide (EtO) is used. EtO leaves minimum residues behind. These MRLs(Minimum residual limits) needs to be under acceptable or permissible levels.

Further, most of the countries have different MRLs (minimum residue limits) for EtO. There is no international standard for Ethylene Oxide.

In the international standards, no country has a specific standard for EtO. European countries, Singapore, Hong Kong, The U.S.A. etc all have different levels of MRL permissible. Different countries fix their own MRLs for pesticides based on their country-specific good agricultural practices (GAP) and dietary consumption patterns.



Spice Board of India and the FSSAI have come up immediately with prompt solution to EtO. The following measures are taken by the FSSAI and Spice Board of India:

- Exporter need to avoid use of EtO in the entire supply chain.
- Exporters shall identify EtO as a hazard and incorporate critical control points to prevent EtO in their Hazard Analysis Critical Control Points (HACCP) and Food Safety Plan (FSP) in their Food Safety Management System (FSMS).
- Exporters shall avoid the use of EtO in spices as a sterilizing/fumigating agent or any other application.
- Exporters shall test raw materials, processing aids, packaging materials and finished goods for EtO contamination.

- On instances of EtO detection, at any stage of the supply chain, the exporters shall perform a root cause analysis and implement appropriate preventive control measures to avoid future recurrence and maintain such records.
- Exporters shall ensure that transporters, storage/warehouses, packaging material suppliers etc., do not use EtO at any stage.
- Alternate methods of Sterilization:

  Exporters of spices are encouraged to use alternate methods of sterilization as suitable.

  - o Steam Sterilization
  - o Irradiation (not applicable to organic products under NPOP)
  - o Any other methods approved by FSSAI.

- Packaging

  - o Non-porous bags/containers shall be used to protect the spices and herbs from contamination, occurrence of moisture and infestation of insects and rodents. In particular, the re-absorption of ambient moisture shall be prevented. Contamination shall be prevented by the use of liners where appropriate.

  - o It is recommended that new bags or containers be used for food contact packaging and are in good condition.

  - o Spices and herbs, e.g. dried chilli peppers, shall not be sprayed with water to prevent breakage during packing. This may result in growth of moulds and microbial pathogens.

A quick response from the mandated authorities of India for global trade of Spices from India means that India is very serious of quality and is responsible for the customer satisfaction cross the countries.

This is how strong is India's commitment to the world.

Read Notification – 3/2024-25, 7th May 2024, Spices Board of India.



tshah

Trupti Shah

Trade Knowledge – Naming Your Business



A Business Name is of utmost importance, especially in Export Import Business. One must be careful and thoughtful in choosing a name. The name of your business needs to be attractive, pleasant to speak and hear, meaningful, purposeful as a business.

When one does business in foreign market, one needs to be strategic in short listing and finalizing a name. The Business name needs to show" your business vision, your product and the attributes of a true entrepreneur.

Practical considerations while short listing a Business Name

1. Simple and Short

Use name, words or phrases that are easy to remember, pronounce and write.
Example:

- Shah Exporters
- Bata

2. No negative connotation

Avoid using any word or words that have a negative socio-cultural belief, meaning, or inauspicious.
Example:

- Black Cat Shoes
- Studio 13

3. Use Product characteristics

Use words that are the basic characteristics of your product.
Example:

- Tangy fruits
- Sari Style

Different ways to name your Business

Naming the Business **after a person** – You can consider to name your business after a family member, family name (surname), or the founder of the business etc.

- Example:
  - Tata Enterprises
  - Amee Dyechem

2. Name your Business **after a location** – Name your business after the country, city, area, state or a favorite destination.
   - Example:
     - Bharat Motors
     - Gujarat Paints

3. Name the Business with Abbreviation / **Short forms** – Use first letters of the words.
   - Example:
     - IndiGo Flights (InterGlobe Aviation Limited)
     - MRF Tyres (Madras Rubber Factory)

4. Name your business on **Product or Industry**
   - Example:
     - Mother Dairy
     - Galaxy Diamonds

5. Use adjectives – **Glorify** your product or industry
   - Example:
     - Fine Chemicals
     - Supreme Plastics

6. Use **nouns** to name your business
   - Example:
     - Rose Aroma
     - Venus Fashions
     - Sun Pharma
     - Lily Fresh Vegetables
     - Eagle Eyes (Optical)

7. Use **abstract** Names – Create your own names
    - Example:
        - Xerox
        - Rapido (transport)
        - Suzlon Energy
        - T-series
        - Blue Star

Add Suffix to the Business name for registration a sole proprietorship firm, or a company

- _Exim
- _Exim Enterprise
- _Global
- _Private Limited (Pvt. Ltd.)
- _Limited Liability Partnership (LLP)
- _International
- _International Trading

Pro-Tips:

- Your business name is your identity
- Your business name gives you pride
- The business name gives you business strategy, direction, and a vision.
- The business name can become your brand
- Remember you are your business's brand ambassador.
- Choose your business name wisely.



Product - Sports Goods

- **ITC HS Code for Sports Equipments and Products**
  - 9507 / 9506
- **Product Description**
  - Sports equipment, sporting equipment, also called as sporting goods, are the **tools, materials, apparel, and gear used to compete in a sport** and varies depending on the sport. The equipment ranges from balls, nets, and protective gear like helmets.
- **Trade Policy –Export Permitted Freely**
- **Government Benefits**
  - Duty Drawback
  - RoDTEP
  - MAI Scheme
  - MDA Scheme
- **Sports Goods Export Promotion Council:** www.sportsgoodsindia.org



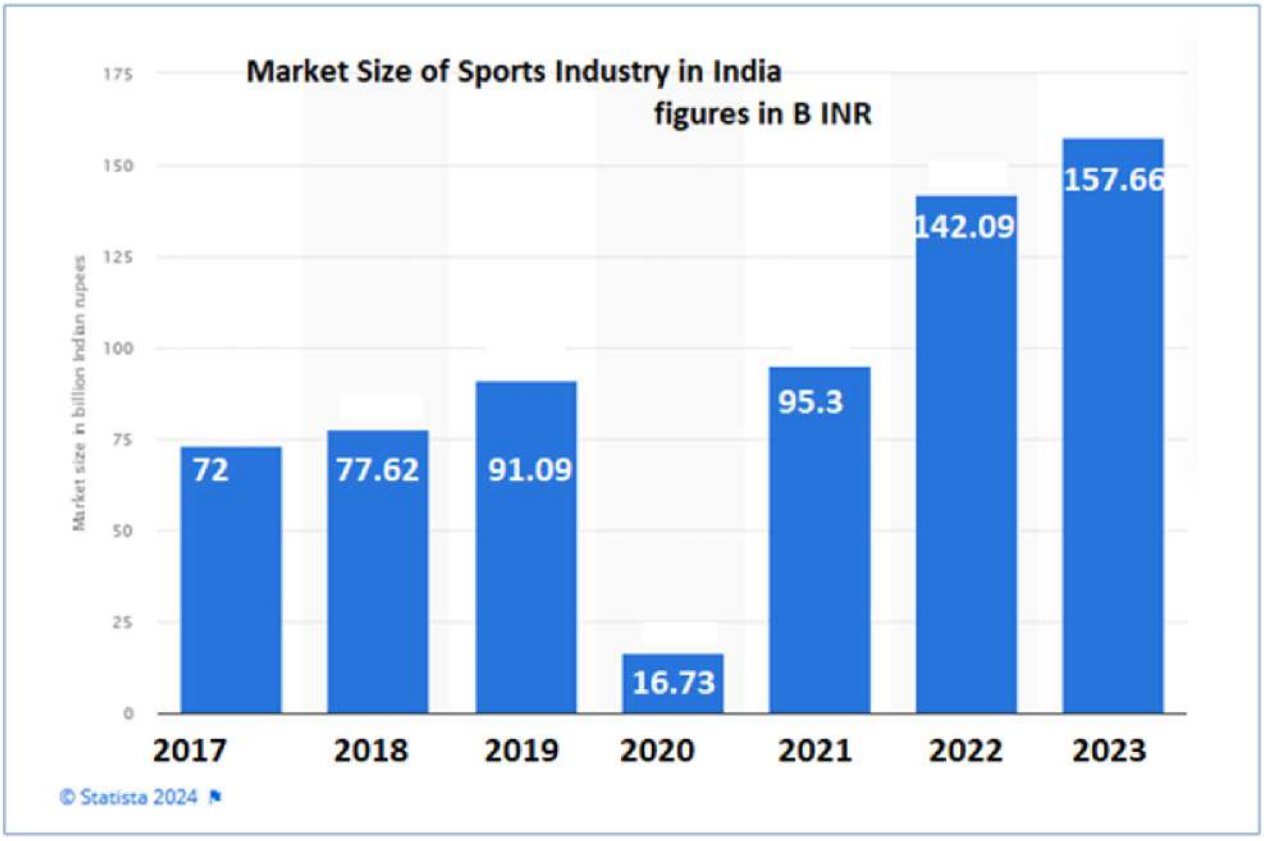
Global Market Trend:

Sport is regarded as one of the largest industries worldwide in terms of generating employment and revenue. Sports is a multi-billion dollar global industry propelled by enormous consumer demand.

In 2022, the industry's revenue amounted to over 403 billion U.S. dollars and was expected to grow at a compound annual growth rate of 9.13 percent between 2022 and 2028. By 2028, the global sports market was expected to be worth over 680 billion U.S. dollars.

Sports Industry in India:

- Total revenue in the Sports market is projected to reach US$8.28m in 2022.
- Total revenue is expected to show an annual growth rate (CAGR 2022-2027) of 14.18%, resulting in a projected market volume of US$17.64m by 2027.
- Indian sports industry surpasses Rs 15,000 crore milestone, reveals GroupM ESP's 2024 report.
- The market size of the sports industry across India was about 158 billion Indian rupees in 2023.
- New initiatives such as the establishment of Indian Premier League (Cricket), Hockey India League, Indian Badminton League, Pro Kabaddi League, and Indian Super League (Football) are indeed changing the face and the identity of Indian sports.



In 2022, the Indian sports industry recorded a 49% growth, with total revenue crossing ₹14,000 crore.

Sporting Goods Segment:

- India's sporting goods segment includes over 300 products, ranging from cricket and boxing equipment to inflatable balls and sports gear.
- The nucleus of this industry in India is in and around the states of Punjab and Uttar Pradesh; however there is tremendous potential for developing a sporting goods industry just waiting to be explored in other cities like Mumbai, Kolkata, and Chennai.
- The sectors of sports tourism and sports medicine also have massive business potential in India.

Various Business Opportunities in Sports Industry:

- Sports Goods
- Sports Equipments
- Gym Equipments
- Sports Tourism
- Sports Apparel and Accessories
- Sports Medicine
- Yoga Mats and Cushions














Water Sports Gear and Equipment Market
water PROOF
water PROOF

Indian States for Sports Goods:

Cities	States
Jalandhar	Punjab
Meerut	Uttar Pradesh
Delhi	Union Territory
Pune	Maharashtra
Moradabad	Uttar Pradesh
Agra	Uttar Pradesh
Mumbai	Maharshtra
Ludhiana	Punjab
Gurugram	Haryana
Tirupur	Tamil Nadu

- Jalandhar, Meerut, and Gurugram have emerged as India's biggest clusters for sports goods manufacturing. They account for about 75-80% of the total production in the country.

- 60% of Indian sporting goods are exported There are seven significant sports goods manufacturing cities in India. Jalandhar and Meerut, two cluster cities for the manufacturing of sports products.

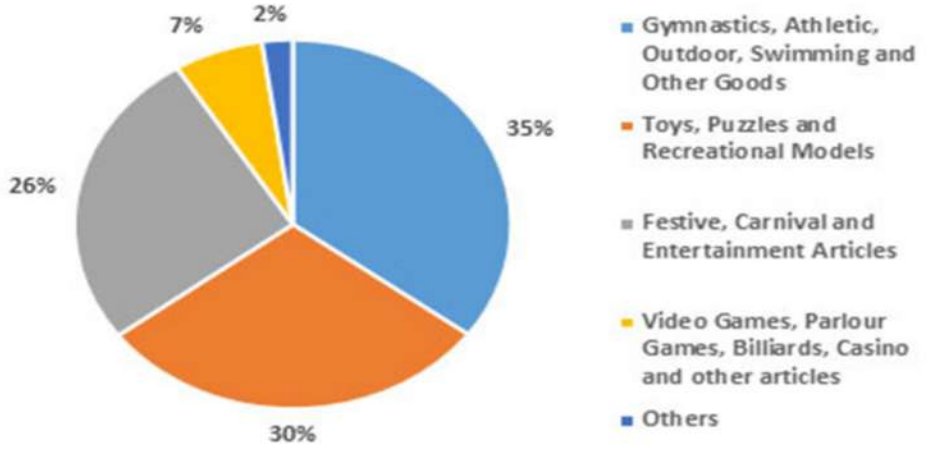
- Cluster cities for sports goods manufacturing Jalandhar and Meerut account for ~ 82 percent of total production and host more than 3000 manufacturing units and 130 exporters owing to their expertise. Currently, most sports and fitness goods are produced through small and medium enterprises (SMEs).



• India currently manufactures more than 300 sports-related goods such as toys, video game consoles and articles, festive and carnival articles, gymnastics and sportswear goods, fishing articles, outdoor games, toys, etc.

• Major exported items are gymnastic/athletic requisites, cricket equipment, football equipment, nets, general exercise equipment, boxing equipment, toys and games, protective equipment, water surfing boards, sportswear, carrom boards, and hammocks, table tennis, tennis, badminton, and similar rackets, with a thirty-fold increase in exports.

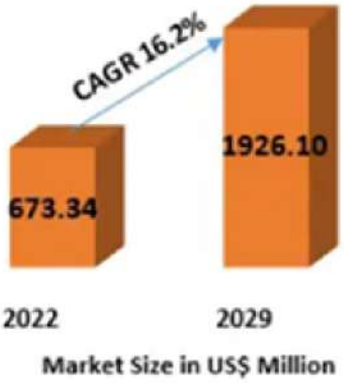
Commodity-wise share in India's total sports goods exports (2022-23)



Source: Department of Commerce

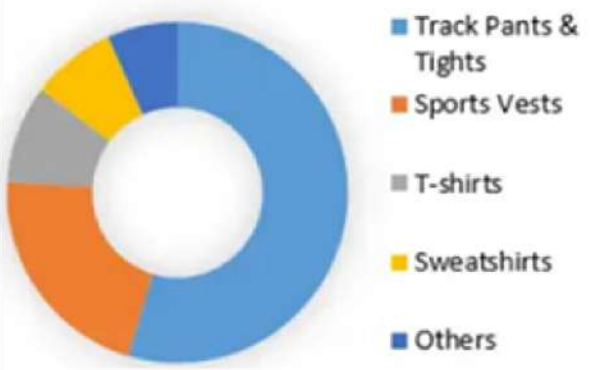
Sports Products Exported from India	
Inflatable Balls	Clothing
Exercise Equipments	Table Tennis
Cricket Gears	Badminton
Tennis Balls	Rackets
Golf Balls	Water Sports Equipments

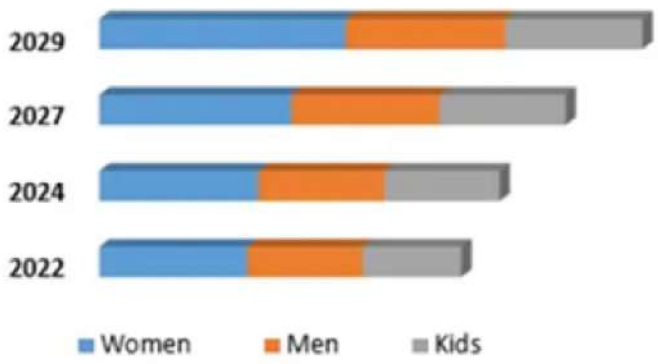
• Most of the production of sports goods is outsourced to the Asia-Pacific region, making it one of the world's largest sports goods manufacturing regions. In 2022, India was the 22nd largest exporter in the world, exporting sports equipments worth US$ 198 million.



Key Players

Adidas India Marketing Private Limited
Ralph Lauren Corporation
Puma Sports India Private Limited
Nike India Private Limited
Under Armour India Trading Private Limited
Decathlon Sports India Pvt Ltd.
Shiv-Naresh Sports Private Limited
Skechers Retail India Private Limited
Cosco Sports
Nivia
Tyka
Sareen Sports





Quality Checks and Certificates for Sports Goods:

• The BIS certification is mandatory for all sports goods manufacturers and importers who wish to sell their products in India. The certification process involves testing of various parameters of the product, such as durability, safety, and performance, and verifying whether they comply with the relevant Indian standards.

• Physical, Chemical and Mechanical processes have to be tested.

• GS Mark Certification

• "Fit for Use" quality and test marks

• Durability, Safety

• Strength Levels

- Stability of Product Performance
- Noise levels
- Product Performance Test
- RoHS Conformity
- Dye prohibited as per the REACh annex
- Sports clothing & Sports Toys have to be referred to the respective testing as per the importing country norms.

Pricing and Margin:

- For Sports goods, profit margins in this industry range from 30% to 50% in local retail market.
- For Sports Apparel, the margins are higher, up to more than 100%.
- For exports of Sports goods and Apparels, depending up on the quality and the type of the Sports product or readymade garment, the margins can be up to more than 150%. This also will depend up on the country and quantity.



State of India - Punjab

- Punjab is bordered by the Indian states of Himachal Pradesh to the north and northeast, Haryana to the south and southeast, and Rajasthan to the southwest; by the Indian union territories of Chandigarh to the east and Jammu and Kashmir to the north.

- Punjab is known as a Land of Five Rivers – Sutlej, Ravi, Beas, Chenub, Jhelum. However, Chenub and Jhelum are in current day Pakistan.



- **Famous Golden Temple**
- **An agrarian state – "Granary of India"**
- **Chandigarh – Capital city**
- **Produces**
  - o 20% of India's wheat
  - o 11% rice
  - o 10.26% of cotton
  - o 10% of milk

- **Punjab ranks 14th in Exports from India.**
- **Exports are 6.58% of total Export from India, as per data for 2022-23.**

Sector wise contribution towards State's Economy

- Agricultural products contribute to 27% of State's economy.
- Manufacturing contributes the 27%.
- Services sector contribute to 46% .

Top Agricultural Products:

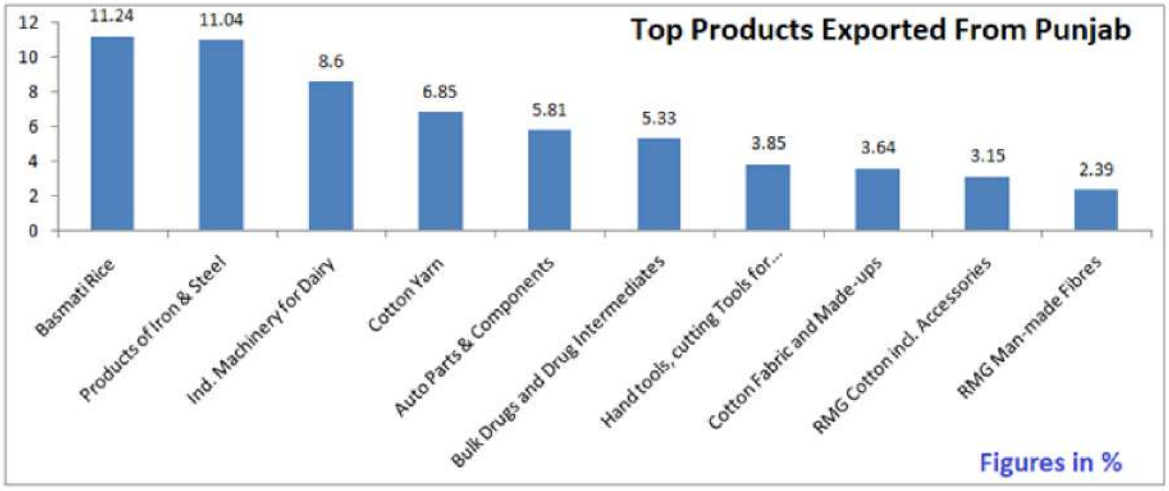
Top Agricultural & Dairy Products		
Wheat	Potato	Citrus
Rice	Cauliflower	Mango
Basmati Rice	Radish	Pomegranate
Bajra (millet)	Lady'sfinger	Grapes
Sugarcane	Carrot	Custard Apples
Maize	Brinjal	Banana
Pulses	Chilli	
Oilseeds	Dairy Products	
Cotton	Milk	

Major Industries of Punjab:

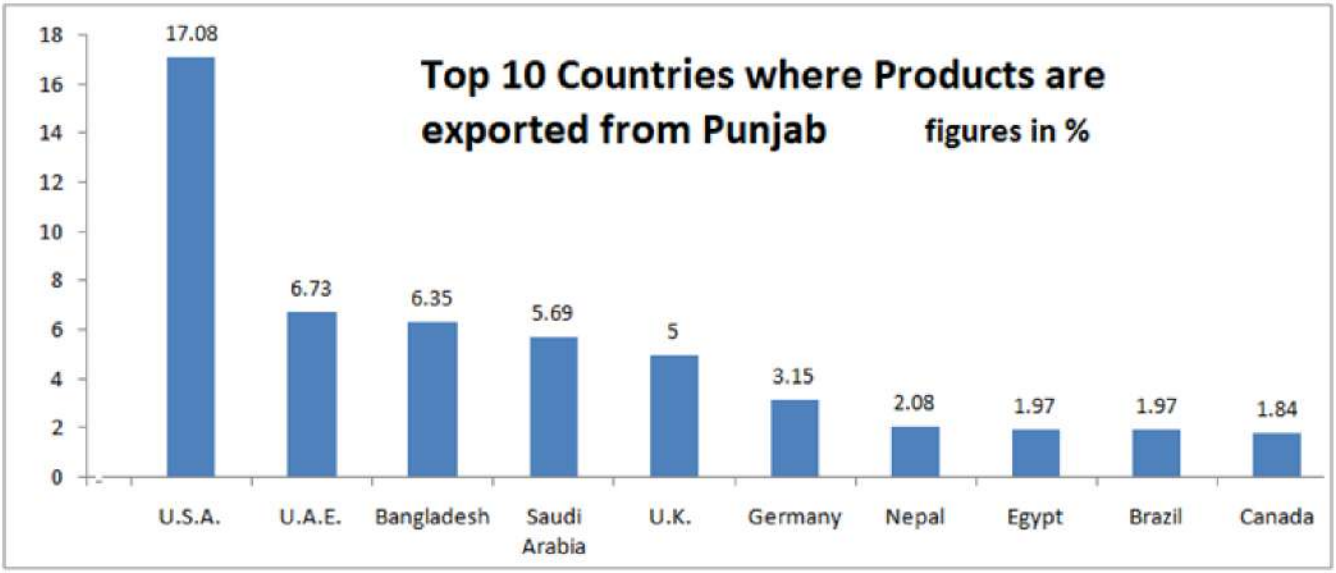
Top Manufacturing Industries	
Textiles	Agro & Food Processing
Pharmaceuticals	Sports Goods
Tractors	Light Engineering Goods
Auto Components	Metal & Alloys
Bicycle & Bicycle Parts	Chemical Products
Footwear	Glass & Glass Products
Electrical Equip. Manuf.	Service Industry

Top Industries in Punjab	
City	Industry
Jalandhar	Glass, Furniture and Sports Goods
Ludhiana	Pharmaceutical industry; Chemical Industry Agri Products and Dairy Products; Woollen Industry; Acrylic knitwear Textile Industry (Cotton); Glass Industry
Nawanshahar	Commercial Vehicles
Chandigarh	Bicycle & Bicycle parts; Chemical Industry
Bhatinda	I.T & I.TeS Sector
Barnala	Food Grains, Cotton and Grapes; Pharmaceuticals
Mohali	Farm Tractors and Agri Equipments
Hoshiarpur	Farm Tractors and Agri Equipments
Patiala	Farm Tractors and Agri Equipments
Firozepur	Agri Equipments & Food Processing
Amritsar	Food Processing; Pharmaceuticals Chemical Industry
Dhariwal	Tourism; Woollen Industry; Food Processing Pharmaceutical industry
Firozabad	Woollen Industry Glass Industry

Top Export Products of Punjab:



Major Countries where Products from Punjab are exported.



Major ICDs in Punjab

The major ICDs are:

- Ludhiana – ICD and CONCOR
- Derra Basi, Mohali
- Dhandari Kalan
- ICD Jalandhar




Basmati Rice


Phulkari Hand Embroidary

अतुल्य !भारत Incredible !India

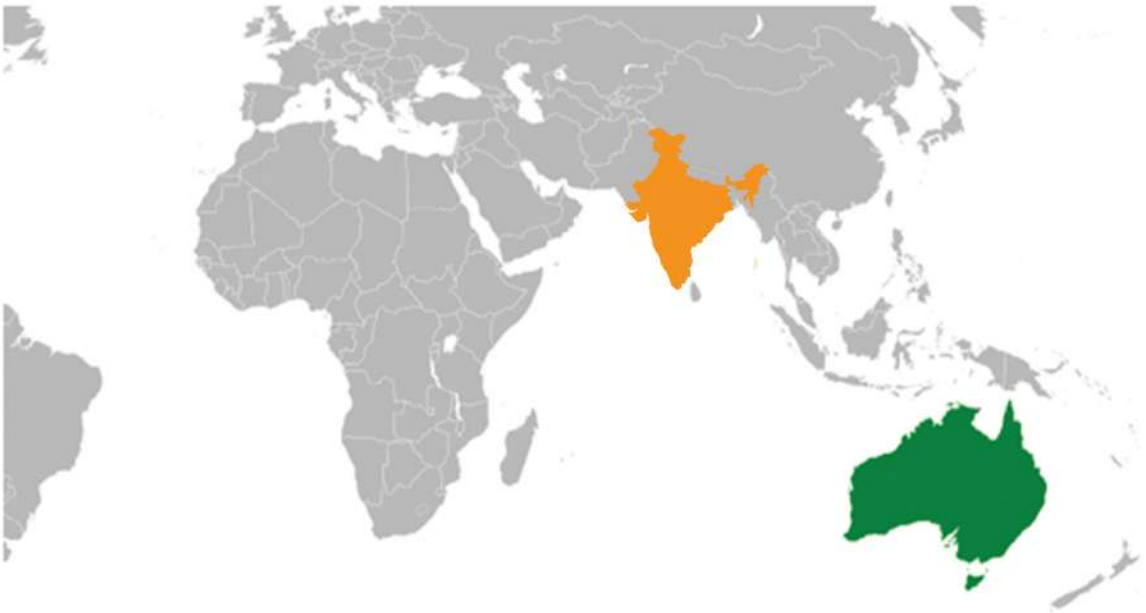


The Golden Temple (also known as the Harmandir Sahib ('House of God', or the Darbār Sahib, (lit. "exalted court", or Suvaran Mandir) is a gurdwara located in the city of Amritsar, Punjab, India.

It is the pre-eminent spiritual site of Sikhism. It is one of the holiest sites in Sikhism. It is rebuilt with marble and gold. The Sikh ruler donated the gilded copper panels for the roof, which was worth 500,000 rupees in the erstwhile currency. The sanctum is a 12.25 x 12.25 metre square with two storeys and a gold leaf dome.

Country - Australia

Commonwealth of Australia



- Australia, officially the Commonwealth of Australia, is a sovereign country comprising the mainland of the Australian continent, the island of Tasmania, and numerous smaller islands.

- Australia is the largest country by area in Oceania and the world's sixth-largest country. Australia is the oldest, flattest, and driest inhabited continent, with the least fertile soils.

- Australia ranks amongst the highest in the world for quality of life, health, education, economic freedom, civil liberties, and political rights.

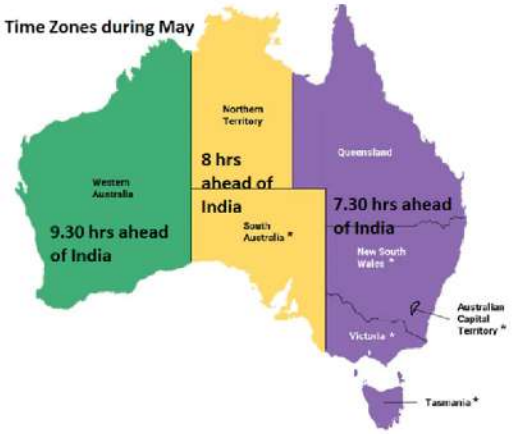
- It is a member of international groupings including the United Nations; the G20; the OECD; the World Trade Organization; Asia-Pacific Economic Cooperation; the Pacific Islands Forum; the Pacific Community the Commonwealth of Nations; and the defense/security organizations ANZUS, AUKUS, the Five Eyes and the Quadrilateral Security Dialogue. It is a major non-NATO ally of the United States.

    - Capital – Canberra
    - Financial Capital and most populous city – Sydney
    - Language – English

- Largest cities are Melbourne, Brisbane, Perth, and Adelaide
- Day Light Saving Time Change from – first Sunday in October to first Sunday in April, every year.
- Seasons are opposite of what India has:
  - December to February is summer;
  - March to May is autumn;
  - June to August is winter;
  - September to November is spring.
- Currency –Australian Dollar
  - Conversion 1 AUD = 55.50NR
  - Conversion 1 USD = 1.50AUD

- About 9,00,000 Indian reside in Australia. Indians are the largest community in Australia.

- India is Australia's sixth largest trading partner. Bilateral trade between India and Australia increased from US$ 22.2 billion in 2021 to US$ 31.4 billion in 2022, registering a growth of 41%. India's total exports to Australia grew by 38% from US$ 6.3 billion in 2021 to US$ 8.7 billion.



Agricultural Products of Australia:

Top Agricultural & Allied Products	
Wheat	Oats
Barley	Rice
Canola	Pulses
Sugarcane	Corn
Cotton	Beef
Sorghum	Meat
Fruits and Vegetables	Wool

Major Industries in Australia

- Australia is the world's largest exporter of coal (35% of international trade), iron ore, lead, lithium, rutile, zinc, and zirconium.
- It is the second largest in gold and uranium.
- Australia is the third largest producer of Bauxite.

Industries of Australia	
Major Industries	Focus Industries
Mining	Advanced Manuf.
Finance	Cyber Security
Health & Education	Food & Agri Business
Construction	Medical Technology
Gas	Pharmacueticals
Energy	Oil, Gas and Energy Resources
I.T.	Mining Equipments

States of Australia



India – Australia Bilateral Trade Agreement.

India is Australia's sixth largest trading partner. Bilateral trade between India and Australia increased from US$ 22.2 billion in 2021 to US$ 31.4 billion in 2022, registering a growth of 41%. India's total exports to Australia grew by 38% from US$ 6.3 billion in 2021 to US$ 8.7 billion.

India-Australia Economic Cooperation and Trade Agreement– ECTA – December 29, 2022.

The agreement resulted in immediate market access at zero duty to 98.3% of tariff lines accounting for 96.4% of India's exports to Australia in value terms.

Trade Opportunities	
India Exports to Australia	**Australia Exports to India**
Refined Petroleum Packaged Medicaments	Coal Briquettes Gold
Diamonds Jewellery	Mixed Minerals or Fertilizers Scrap Aluminium
Pesticides Non-Knit women suits	Aluminium Oxide Colouring matter
House Linen Packing bags	Raw Cotton Wool
USD $ 7.66 Billion - 2022	**USD $ 31.5 Billion - 2022**
Source : https://oec.world/en/profile/bilateral-country/ind/partner/aus	

India remains a trade deficit country against Australia.

G.I. Product Of Australia

- The only G.I. Product of Australia is Australian Wine.
- There are four main wine regions in Australia: Western Australia, New South Wales, Victoria, and South Australia.



- Australia is the 7th largest wine producing country in the world with South Australia being the largest wine growing region in terms of production within the country.
- Australia began making wine over two centuries ago. This has given Australia a country rich in old vines, multi-generational winemaking families and an ingrained knowledge and respect of the craft.

Ports of Australia

- Port of Melbourne. – the largest Port
- Port Botany
- Port of Brisbane
- Port of Fremantle
- Darwin Port. Australia's closest port to Asia and the nation's "northern gateway" for Australasian trade



Business in Australia

1. **Australian Chamber of Commerce and Industry**
   www.australianchmaber.com.au

2. **Australia India Chamber of Commerce**
   www.aicc.com.au



Exporter of the Month - Nisha Bansal



Nisha Bansal

Nisha Bansal, a dedicated individual with a humble background. Nisha married in a family of readymade garments manufacturers. She had a desire to expand this family business beyond borders. Hence she took up Export Import management.

She is currently exporting readymade ethic wear (RMG).

Nisha's very first export order was a customized one from Germany. This was during the pandemic times. Nisha worked hard to export the Indian kurtas to Germany with 50% advance. This was an exemplary achievement especially during the lockdown period.

Nisha is a first generation Exporter. Ms. Bansal possesses a fervent ambition to elevate herself from a simple house wife and a mother to a global player.

With two years of hands-on experience in exports, Ms. Bansal has witnessed steady growth in his business, a testament to his commitment and entrepreneurial spirit.

Nisha exports to countries like the U.S.A., Singapore, Malaysia and a few European countries too.

Her unwavering dedication to quality and customer satisfaction has earned her a reputation as a trusted partner in the global marketplace.

Many congratulations, Nisha!

Watch her: https://www.youtube.com/watch?v=FnBQq0JEWkQ

International Trade Fairs

The most effective way to find genuine buyers & suppliers for Export Import Industry.

Visiting International Trade Fairs is beneficial in various ways :

- Participation in overseas trade fairs increases buyer finding for exports.
- Trade fairs are a unique way to build trust and confidence.
- Trade Fairs bring the entire marketplace in a centralized way.
- Exhibitions provide a unique networking platform to both Indian and foreign
- participants.

International Trade Fairs - Outside India				
Exhibition	**Industries**	**City**	**Country**	**2024**
Gujarat Gold Jewellery Show (GGJS)	Gems & Jewellery, Fashion & Beauty	Ahmedabad	India	28 - 30 June
Asia Labex - The Laboratory Show	Medical & Pharma, Lab. Technology, Sci. & Research	Gandhinagar	India	3 - 5 Jul
Aluminium China	Industrial Engineering	Shanghai	China	3 - 5 Jul
CTW Kenya	Building & Constructions and Business Services	Nairobi	Kenya	9 - 11 Jul
Ayush India Expo	Medical & Pharma; Ayurvedic & Herbal	Ahmedabad	India	12 - 14 Jul
Jewellery World Exhibition (JWE)	Exclusive Jewellery; Fashion & Beauty	Ahmedabad	India	19 - 21 Jul
Bangkok BITEC	Electronics, Handware, Lighting, Gifts and Home	Bangkok	Thailand	17 - 20 Jul
Saudi Food Exhibition	Food and Beverages	Riyadh	Saudi Arabia	12 - 14 Aug
Tent Décor Asia 2024	Tent Décor, Hospitality, Lights, Kitchen equipments	Greter Noida	India	3 - 6 Aug
PharmaTech & LabTech 2024	Machinery, Lab equip, Cosmetics, Formulations,	Gandhinagar	India	8 - 10 Aug
HimTex	Hyderabad Machines Tools & Engineering Expo	Hyderabad	India	16 - 19 Aug
Agri Asia	Agri and food Expo	Gandhinagar	India	20 - 22 Aug
Dairy	Dairy, LiveStock & Poultry Asia	Gandhinagar	India	20 - 22 Aug
Rajkot Machine Tools	Machine Tools, Automation & Automotive Tech.	Rajkot	India	25 - 28 Sept
PackEx India	Packing & Packaging; Industrial Engineering	Mumbai	India	28 - 30 Aug
Anuga FoodTec 2024	Food Industry, Food Processing, Beverages etc	Mumbai	India	28 - 30 Aug
N.E. PlastExpo, Guwahati	Packing & Packaging; Industrial Engineering	Guwahati	India	12 - 15 Sept
Electronica India	Electronics material, Componenets and Processing	Noida	India	18 - 20 Sept
SILMO Paris	Eye wear, lens, frames, optics etc.	Paris	France	20 - 23 Sept
Li-ion Battery, Europe	Electric & electronic; Power & Energy	Brussels	Belgium	8 - 10 Oct
SIAL France	Fresh & Processed Food & Beverages	Paris	France	20 - 23 Oct
Hong Kong Mega Show 2024	Gifts, Premiums, Toys, Pet Care, Furniture etc.	Hong Kong	Hong Kong	20 - 23 Oct
Poultry Tech Summit 2024	Agri, Forestry, Animals and Pets	Atlanta	USA	6 - 8 Nov
Africa 4 P	Packing & Packaging	Nairobi	Kenya	12 - 14 Nov
Plastic and Rubber, Indonesia	Rubber & Tyres; Plastic & Polymers	Jakarta	Indonesia	20 - 23 Nov
Plast Eurasia, Istanbul	Plastic & Polymers; Industrial Engineering	Istanbul	Turkey	4 -7 Dec 2024
Indo Mithai 2024	Indian Mithai & Namkeen	New Delhi	India	18 - 20 Dec
*Kindly check details before planning a visit.		Source: www.10times.com; www.tradefairdates.com; www.tradeindia.com		
Within India		Outside India		

New Videos Released











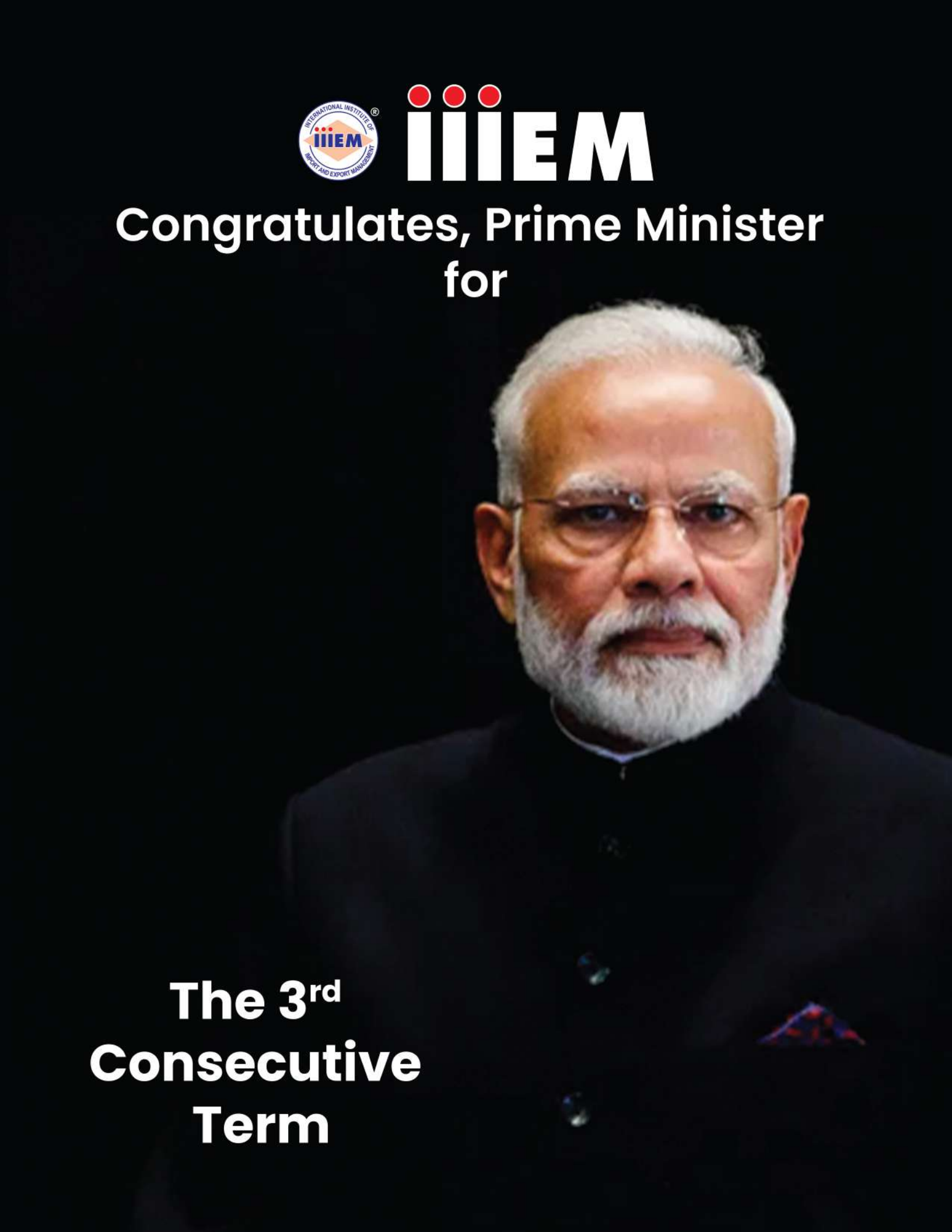






iiiEM

Congratulates, Prime Minister for



The 3rd Consecutive Term

KANAKPURA ICD (Jaipur)



Visit to ICD / Port



Adani Port Hazira (Surat)

Export Incubation - Pragati

Pragati - Ahmedabad



Batch Launch in Various Cities



Ahmedabad



Delhi



Bengaluru



Rajkot



Indore



Pune



Surat



Jaipur



Vadodara

Guiding Light-Mentor of the Month

GUIDING LIGHT



Ms. K. Reshmashree

Ms. K. Reshmashree.

Ms. K.Reshmashree is into freight Forwarding industry for the last 14 years.

Ms. K. Reshmashree is a humble, soft-spoken and witty. She has 14 years of experience International Business Development, International trade analysis, Product and Market Finalization, Digital Marketing, International Buyer finding and International Business Development.

She has always scored very high loyalty feedback from his students. . She is well appreciated in the iiiEM Students Community.

Reshma Ma'am is respected and loved by her clients, vendors and students too.

iiiEM appreciates the endeavors of Ms. Reshmashree.

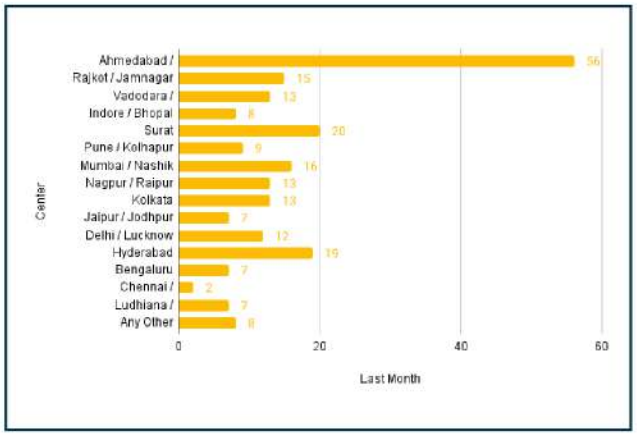
Thank you, Madam.

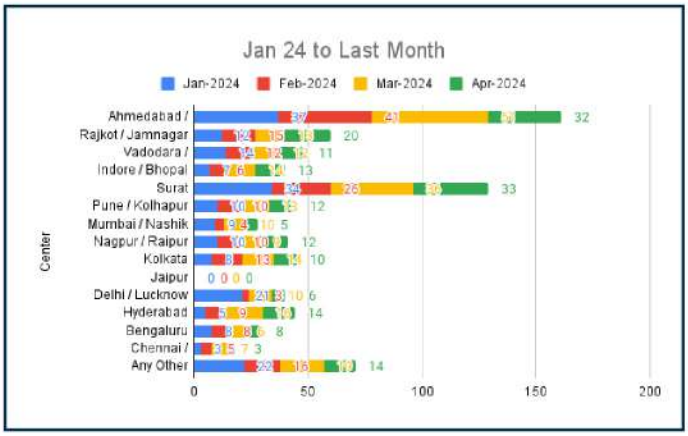
iiiEM Support Services Analysis

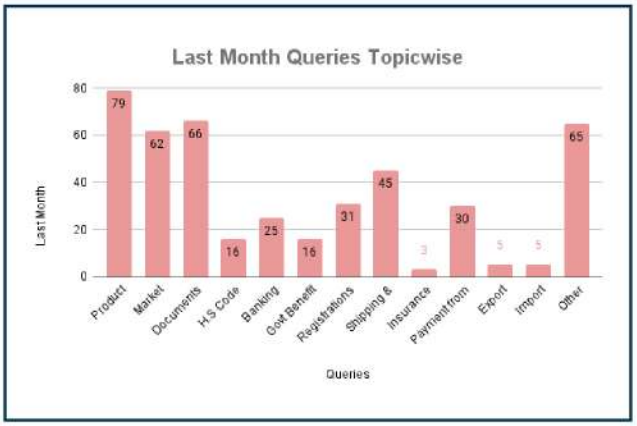
iiiEM offers a lot of Support Services – Lifetime Free – for the Participants and associates.

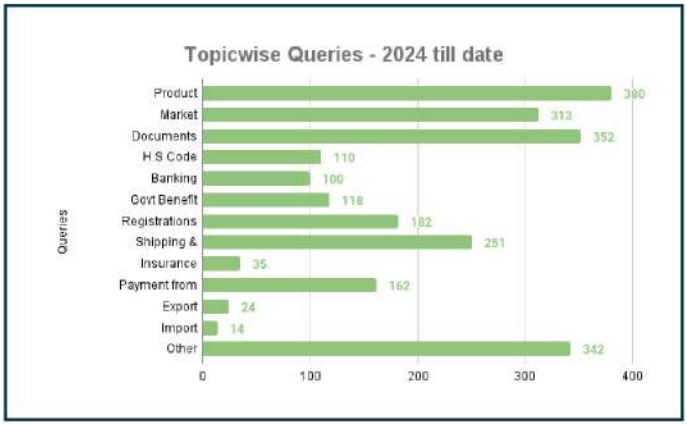
We reply, gather, save, compile and analyze the data. This analysis helps us in addressing the students' needs, improving our deliverables and services.

We bring for you here the Analytical reports of the iiiEM Free Lifetime Services for March 2024.









New Initiatives by iiiEM

1. iSupport

Telephonic support for the students with the faculty.

Please contact : **https://bit.ly/iiiEM_iSupport_Registration_Form**

2. International Trade Tours with iiiEM

The International Trade Tours as designed by iiiEM, gives an edge to the entire Business experience in a new way. The participants going to visit an International Trade Fair will be advantageous with:

Highlights

- iiiEM Mentor travelling with the group for guidance, support, mentoring for Foreign Trade
- iiiEM tours you to the local markets for business networking
- iiiEM demonstrates communication with the stall owners, suppliers, identifying a buyer
- How to talk about your product etc.
- iiiEM guides you for a business deal.

3. iiiEM Alumni Groups

Alumni of iiiEM groups on WhatsApp for regular updates on industry news countries, products, Trade Fairs, etc.

4. Website

iiiEM is designing a website exclusively for its registered participants/associates and students.

5. Pragati - Export Incubation Center

iiiEM has an Export Start-up called Project Pragati. This helps a participant of iiiEM to "quick-start" your export business. Project Pragati comes with a business environment, like-minded colleagues, supportive mentors, and focused business activities.

6. Placements

iiiEM assists students who wish to take up a job in the field of export-import.

Free Registration for Applying for Jobs –

Please contact : **https://bit.ly/iiiEM_iSupport_Registration_Form**

7. Export Start Up

iiiEM assists aspiring exports to enroll for 52 weeks online implementation guidance to strate

Mission Golden Bird

Did You Know ?

iiiEM works with a mission to bring the Golden Bird era back in India

Quiz Corner
Answer to Win

India Special - April 2024 Quiz

https://forms.gle/fQyfvfyfh9Ns8EJd6

CLICK!

WINNER

Congratulations





Eat Healthy, Be Healthy
Create a Healthy India

iiiEM Lifetime Free Support Services

- Study Material
- Export Import Email Support
- Telephonic Support
- Training Related Support
- iConnect
- Document Formats
- Job Assistance

iiiEM PRESENCE



STILL GROWING...

iiiEM
An Export Import Training Center

+91 937 759 0864 info@iiiem.in www.iiiem.in

Head Office : - 201-202, Iscon Avenue, Nr. Choice Restaurant, C.G. Road, Navrangpura, Ahmedabad - 380009, Gujarat, IN.