

Strategies for Global Market Success: WTC Goa Hosts MDP on Finding and Retaining International Buyers

Businesses worldwide seek to showcase their products and access international markets. However, with globalization, it has become essential to understand how to attract and retain international buyers amid growing competition. To address these challenges, World Trade Center Goa invited **Mr. Arun Sehgal, Chairman and Managing Director, Chempro Group of Companies**, to lead a Management Development Program (MDP) on finding and engaging international buyers.

Mr. Sehgal emphasized the importance of assessing market potential, conducting research, building unique selling points (USPs), and performing competitive analyses as foundational steps. He recommended participating in international trade fairs, selecting appropriate events, and maintaining effective follow-up and face-to-face interactions with potential buyers.

He also highlighted the value of digital marketing, e-commerce platforms, multilingual websites, and social media for reaching the right global audience. Additionally, Mr. Sehgal discussed the role of Chambers of Commerce, partnerships with local vendors, support from World Trade Centers, and government assistance in international trade.

Mr. Sehgal advised that businesses should prioritize product localization, certification and quality standards, competitive pricing, technological integration, and environmental considerations before entering international markets.

In conclusion, he underscored the importance of continuous innovation, customization, loyalty programs, community engagement, inclusive branding, and strong networking to build and retain a loyal international customer base.

The MDP was held on September 27, 2024 at Clube Tennis de Gaspar Dias, Goa.

