

Digital opportunities simplify international trade as developing new technologies act a catalyst.

World Trade Center (WTC) Goa took the lead in celebrating World Trade Day focusing on the theme 'Embracing the Digital World' to showcase technologies that simplify business processes and expand market access. The programme highlighted the benefits of integrating digital tools in international trade and attracted a diverse group of exporters, MSME representatives, technology providers, and professionals keen to leverage digital advancements in their businesses.

In his opening address, **Mr. Cyril Desouza, Assistant Director, WTC Goa**, shared his enthusiasm for how digital opportunities are making international business more accessible, minimizing the need for extensive travel while enhancing efficiency.

Mr. Milind Anvekar, Senior VP, Open Destinations and Immediate Past President, discussed the transformative role of Artificial Intelligence (AI) in business, highlighting its potential to improve productivity. However, he also cautioned against AI's impact on creativity, emphasizing that it could introduce complacency and hinder innovation if not carefully managed.

Ms. Trapti Shinde, Founder and Director, Treleva Technologies LLP, presented on the practical advantages of digital apps that offer seamless solutions for order placement, payment processing, and delivery tracking—all essential to enhancing operational efficiency and cost-effectiveness.

Mr. Glen Fernandes, Partner, Otologic Tech LLP, spoke about tapping into online opportunities, discussing strategies to leverage the Internet for business promotion, identify market demand, and optimize search engine visibility to align product supply with demand.

The event concluded with an engaging Q&A session, where speakers and participants exchanged insights on digital advancements and their implications. Attendees left with a deeper understanding of how digital tools can boost their presence in global markets, appreciating both the advantages and the challenges of embracing the digital world.

This programme was held on July 23, 2024, at EDC House, Goa.



In Photo (From left to right): Mr. Cyril Desouza, Assistant Director, WTC Goa; Ms. Trapti Shinde, Founder and Director, Treleva Technologies LLP; Mr. Glen Fernandes, Partner, Otologic Tech LLP and Mr. Milind Anvekar, Senior VP, Open Destinations.