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### **Forging Alliances to take Goan Businesses past COVID-19**

The COVID -19 Pandemic has brought about a sea change in the way we are currently doing business. The current scenario is in need of various new permutations and combinations to successfully run on-going businesses. In light of this Mr. Cyril Desouza, Assistant Director- Trade Promotion, World Trade Center Goa was invited to participate and share his views at an event named 'Taking Business Beyond' that was organized by Concept Biz, which is a new group of young entrepreneurs from Goa, working toward bringing new ideas and thought process to promote their businesses in India and world over. Thus, like minded entrepreneurs from all across Goa came together for an interactive session to brainstorm and come up with ideas to take Goan Businesses forward in the current situation of COVID-19. Mr. Desouza, gave an in-depth review of the initiatives taken by the WTC Goa to promote the different business sectors in the state through organizing relevant webinars that focused on Unlocking the Economy, Digital Marketing and International Business Development. Mr. Desouza also highlighted about the Global Network of 330 WTCs present in close to 100 countries, which would be a good source of tapping international business for entrepreneurs in Goa. Mr. Reuben Quadros, Designated Partner, Boa Casa Builders, spoke on the Real Estate sector and the challenges it is currently facing in Goa. He highlighted the efforts that were taken to accommodate and retain the labour force, but unfortunately once the pandemic took its toll, all labourers moved out of Goa. Mr. Quadros was of the opinion that this coupled with the rising cost of inputs and the latent demand for real estate is pinching this segment and he was looking forward to Government intervention to salvage this situation. Mr. Gautam Kharangate, the General Manager, Jay Bhuvan Group, spoke on the possibility of making Goa an education hub, by taking forward partnerships with international universities that could offer their services from Goa. He also discussed the possibilities of this sector making a huge impact on the Economic activities of Goa. Mr. Amol Shirodkar, Director, Amrova Power Company Pvt. Ltd. gave a brief idea on the current scenario faced by his sector and suggested some measures that entrepreneurs could consider to consolidate their business going forward. He spoke on the need to look for business opportunities beyond the borders of Goa and suggested the need to forge alliances and partnerships with other business organizations throughout India. Mr. Shirodkar also pointed out that the network of the World Trade Centers should be seriously considered to taking Goan Business to the International arena. During the interactive session, participants gave their views on the sectors that they represented like pharma, health and wellness, electrical, electronics, personal security, housekeeping services, logistics & warehousing and laundry services. All were of the view that more of these sessions should be organized as there is an immense need to gather support for certain sectors that were currently lagging behind. Mr. Brendan Fernandes, Proprietor, Chisel Wood Industry, while proposing the Vote of Thanks agreed that concerted efforts by all the sectors to join hands and work together and support each other would be very important to take Goan Business forward and beyond. He hoped that more such interactive sessions would be organized to enable set up a road map for the success of Goan Business.

The Seminar was held on December 5, 2020