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PRESENTATION STRESSES ON ROLE OF WTC GOA IN PROMOTING EXPORTS

Micro Small and Medium Enterprises Development Institute (MSME DI) Goa, Government of India organizes different educative courses for upgrading MSMEs in the state. The institute also organises various programmes and events to promote the different schemes introduced by Government of India for MSMEs in Goa. In this regard, the MSME DI organised a 14-day 'Career Progression in Service Training Programme' for Indian Enterprises Development Services (IEDS) officers of Assistant Director Grade II. Officials of World Trade Center Goa were invited to conduct a session during this programme on 'Role of World Trade Center (WTC) Goa in Promoting Exports'. The programme was conducted from March 1 – 14, 2020 at MSME-DI, Margao, Goa. Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa made the presentation. Mr. Desouza said that World Trade Center Goa has been offering a host of services to promote exports from Goa. He explained the various trade-related programmes and activities conducted with different Government of India organisations especially MSME DI and with other industry and trade promotion bodies, that help MSMEs to be efficient in domestic markets and be cost effective in export markets. Mr. Desouza explained the importance of promotion of inbound trade delegations from abroad and outbound trade delegations. Participation in international exhibitions and events, he said, is another way WTC Goa promotes exports from Goa. The Trade Point an on-line Trade Portal and research-based studies also helps MSMEs to understand market segments better and thus help them promote exports from Goa. Mr. Desouza, also apprised the Center's initiative to offer export counselling, identification of new-age sectors such as green buildings technology, information technology, automation, entertainment, light engineering, etc. that are important to promote exports from Goa. In conclusion Mr. Desouza spoke of WTC Goa being a member of World Trade Centers Association, New York which has a network of approximately 330 WTCs in about 90 countries connecting one million businesses across the globe. This network can serve as a boon for Goan exporters, especially MSMEs to get onto value chains and take advantage of global markets.

The presentation was made at the MSME DI premises at Margao, Goa on March 4, 2020.