

DATRE: 29 APRIL 2021

### **GOAN INDUSTRY GEARS UP TO FACE THE SECOND WAVE OF PANDEMIC**

It is being said that the COVID 19 pandemic is now in its second wave and we are currently witnessing a super surge in its growth path. This situation has called for lockdowns and other corresponding measures to stem the surge, break the chain and enable medical facilities cope with the rising cases of citizens affected by the virus. However, the collateral damage of lockdowns can be seen in the downfall of the economy. demand. He also suggested the idea of setting up a cashew hub in Goa that could look at enhancing the local production of cashew nuts by bringing more land under cultivation to boost the supply. Mr. Jare was of the opinion that new incentives and common manufacturing facilities would in turn give a fillip to this sector. With the objective of exploring collective measures to help gear up and respond to the pandemic surge and mitigate the negative effect it has on the economic growth and development; World Trade Center Goa organized a webinar titled "International Trade Trends in COVID-19 Era". Mr. Yogesh Jare, Proprietor, Suhasini Impex, in his address pointed out that the Cashew Crop could be better exploited for more economic benefits, as the demand for Goan cashew nuts has grown exponentially and more efforts are needed to augment supply to meet the growing Mr. Maxwell Rodrigues, Proprietor, Mattzus Global Exports, while speaking on merchant exports, suggested that exporters should rethink their strategies on tackling international markets. He was of the opinion that merchant export houses could exploit new markets for the manufacturers and also export the goods on their behalf. This would help manufacturers concentrate more on the actual manufacturing of goods and spend more time on brainstorming ideas for enhancing quality and also reducing cost. Mr. Rodrigues also stressed on the basic knowledge that new entrants in the export business need to have and urged them to study and conduct appropriate research of international markets and trends. While engaging in international trade, a bulk of the business correspondence and transfer of sensitive data is carried out online. This poses a huge challenge, as this data transfer could be subject to hacking. Mr. Jocelyn Britto, an Independent Business Consultant addressed this issue and simplified it for the benefit of the MSMEs attending the webinar. He explained the different ways that hackers across the Globe try to access sensitive correspondence and data. Mr. Britto spoke on the measures and practices that one could implement in order to have a better and safer experience while using the online platforms to facilitate business correspondence and data by implementing safe operating practices. Answering a question on how exporters from Goa could attract or identify potential new markets, Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa, said that the Network of World Trade Centers across the globe plays a vital role in this regard. He pointed out the World Trade Center facilitates and encourages both out-bound and in-bound foreign trade mission, organizes international exhibitions, international conferences and summits that offer tremendous opportunities for exporters to showcase their products and also provides them with networking opportunities for enhancing their knowledge of the new and emerging markets globally. Mr. Desouza expressed that all the above activities will get a boost once the pandemic dies out and more interactive meets could be freely organized.

The Webinar was held on April 29, 2021