

Goan Women Entrepreneurs Gauge the potential of Cross Border Trade

Goan women entrepreneurs have established a strong track record of successful businesses within Goa. However, they are keen to expand their business potential by forming productive partnerships with like-minded women entrepreneurs from across India and internationally. With this goal in mind, **World Trade Center Goa** collaborated with **Samaroh Women's Associative Network (SWAN)** to bring together women entrepreneurs from Goa, Pune, and Mumbai to network and explore collaborative opportunities for cross-border trade.

The event featured a panel discussion moderated by **Ms. Pradnya Rane**. The panel included prominent voices such as **Dr. Jennifer Kamat, Former Chairperson, Goa Chamber of Commerce and Industry (Women's Wing); Ms. Revati Sanzagiri, Proprietor, Revas; and Ms. Sarrika Deshmukh, Founder, Jiza Co. Lab and Advvita**. The discussion emphasized the importance of women entrepreneurs taking charge of their businesses and building on unique ideas to develop strong business strategies. Panelists shared their initial business experiences, recounting how they overcame early challenges and grew into stronger leaders capable of independently managing their ventures. The entrepreneurs exchanged insights on Goan products with high market potential, including herbal cosmetics, embroidery, agricultural produce, business consultancy, and food products, for promotion in both national and international markets.

Following the discussion, participants engaged in a networking session, committing to stay in touch and exchange ideas to better understand and facilitate cross-border trade in the future.

In his opening remarks, **Mr. Cyril Desouza, Assistant Director, WTC Goa**, expressed enthusiasm for the way digital opportunities are bringing international business within closer reach, reducing the need for extensive travel. The event concluded with a lively Q&A session, leaving participants with a comprehensive understanding of the benefits and challenges of leveraging digital tools to strengthen their presence in global markets.

The event was held on July 29, 2024 at EDC House, Goa.

