

WTC Goa organizes Management Development Program 28 Jan 2025 with Title Strategizing entry of MSME in International Market. Mr. Satish Kota, Founder & CEO of NavaTies, an international trade and engagement platform conducted the program

To boost state exports in Goa, with its highly skilled labour force and adept business professionals capable of navigating global market intricacies, holds significant untapped potential in bolstering its export sector. The region benefits from its infrastructure, encompassing ports, two international airports, excellent rail connectivity, and a well-maintained road network. This infrastructure efficiently links Goa with major neighbouring industrial states such as Maharashtra and Karnataka. However, despite the support of strong logistics infrastructure, Goa's export industry has been sluggish, except for a few service-oriented sectors. The lack of expertise in exports and understanding of global markets stands out as major challenges for the export sector in Goa. The MDP addressed participants' queries regarding exports. Mr. Kota conducted comprehensive sessions covering export preparation, risk identification, market entry analysis for profitability, and opportunities in the service industry. The workshop concluded with a Q&A session. Mr. Kota engaged in interactive sessions with participants to address their challenges and provide tailored advice. This aimed to equip Goan EXIM companies with valuable insights and guidance to ensure their international trade ventures are both lucrative and successful.