

DATE: 3 SEPTEMBER 2021

MEMBERS FROM PONDA REGION SUGGEST FOCUSED MEETINGS

The COVID-19 pandemic has turned most of our interactions online on account of the restrictions that were imposed on travel and physical meetings. However, in September 2021, taking into consideration the relaxations in the restrictions, World Trade Center Goa kicked off its physical meetings organizing an interactive meeting with its Associate Members from the Ponda Region of Goa. The objective of the meeting was to bring into focus the current situation of COVID-19 and chalk out a way forward for promoting both local as well as global trade. Rich inputs were received from members present at the meeting. All the members agreed that such physical interactive meetings helped them to interact with each other at a much deeper level and have a better understanding of the products and services that each one has to offer, and how they could leverage their inherent strengths to enhance their business potential. Further, the members deliberated on topics such as working smart rather than hard, showcasing and marketing of products and services, importance of smart and better packaging, best regional products, encouraging investments, organizing hands on trainings etc. Members introduced their products and services and urged the functionaries of WTC Goa to organise seminars, interactive meetings and exhibitions for the region once the pandemic restrictions are completely removed. This would help showcase the strengths of each respective member. The members also suggested that a plan be worked out to initially organize such focused interactive meetings in different parts of Goa and then in prominent locations of India, and further depending on the success, this concept could also be taken to select countries across the globe. Ponda, Margao, Panaji, Vasco and Mapusa were the places shortlisted for such meetings in Goa. Whereas Mumbai, Pune, Nashik and Coimbatore were the initial names of prominent national locations that were suggested to organize these focused interactive meetings pan India.

The meeting concluded with a working lunch. The meeting was held at Hotel Menino, Ponda Goa on September 3, 2021