

**Date: 1 Aug 2025**

**WTC Goa and LUB discuss strategies for taking forward inked MoU's collaborative effort**

On 01st August 2025, World Trade Center (WTC) O Goa had the privilege of hosting CA Mrs. Pallavi Salgaocar, President of Laghu Udyog Bharati – Goa State. The meeting was held at the WTC Goa of ice premises and was part of the ongoing collaborative efforts outlined under the Memorandum of Understanding (MoU) signed between WTC Goa and Laghu Udyog Bharati.

The primary agenda of the meeting was to explore avenues for boosting exports from Goa, with a focus on creating meaningful market connects, enhancing trade related education, and jointly organizing high-quality business events aimed at empowering the Goan business and MSME community. Discussions also centered around the strategic need to establish an Export Facilitation Center for the benefit of Goan exporters. Such a center would serve as a dedicated support mechanism to not only guide existing exporters but also hand-hold and nurture new entrants into the export ecosystem, especially those emerging from the growing start-up landscape in Goa. The interaction concluded on a positive note, with both organizations reaffirming their shared commitment to support the MSME sector, export promotion, and entrepreneurial growth in the state.

WTC Goa remains committed to building strong institutional partnerships that contribute to Goa's position as a vibrant and globally connected trade hub.

The meeting was held at WTC Goa on August 1, 2025