

WTC Goa organizes workshop to boost state exports

Goa, with its highly skilled labor force and adept business professionals capable of navigating global market intricacies, holds significant untapped potential in bolstering its export sector. The region benefits from a robust logistics infrastructure, encompassing ports, two international airports, excellent rail connectivity, and a well-maintained road network. This infrastructure efficiently links Goa with major neighboring 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. To tackle this issue, the World Trade Center Goa organized two workshops titled "Exports Plus 2024," led by Mr. Satish Kota, Founder & CEO of NavaTies, an international trade and engagement platform. The first workshop, held on June 26, 2024, successfully addressed participants' queries regarding exports, prompting requests for a follow-up session. In response to positive feedback, a follow-up workshop was organized on June 28, 2024.

During the first workshop, 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.

In the second workshop, 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.

The Workshop was held on June 26, 2024 at Panaji, Goa



Mr Cyril Desouza, Assistant Director, Trade Promotion, WTC Goa, addressing the workshop



Mr Satish Kota, Founder & CEO, NavaTies, International Trade and Engagement Platform addressing the audience



Mr D R Johari, Assistant Director, Grade1, MSME DFO Goa, Addressing the Delegates at the Programme