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WTC GOA ADVICES STARTUPS IN REACHING GLOBAL MARKETS

The Startup ecosystem needs timely hand holding and value addition to bring out the best in them in order to thrive and succeed. Keeping this in mind World Trade Center Goa in association with Junior Chamber International (JCI) Bardez Bandhan, organised a webinar titled 'Startups in Goa and Market Expansion' Ms. Priti Kerkar, Internal Mentor, District Rural Development Agency, (DRDA) Government of Goa, in her address stressed on the fact that all entities engaged in the food and beverage sector in a tourist State like Goa must have a proper license to operate. She urged delegates to follow the guidelines of the FDA in order to avoid compliance issues. While informing about the important documents and supporting's required to obtain the food and beverage licenses, Ms. Kerkar highlighted that submitting an NOC from the local Panchayat to the Food and Drug Administration is mandatory, without which the formal license process cannot begin. She concluded her speech by offering her services to all startups facing challenges in getting the required licenses. Startups also face a challenge as far as reaching a large market segment is concerned and Mr. Werner Egipsy Souza of SPARK+ Technologies spoke on "Digital Baila" an online collaboration and marketplace platform for women entrepreneurs who could enhance their market reach and also interact with other women entrepreneurs in a seamless manner. Mr. Souza further informed that this platform has a very user-friendly interface, and gave a detailed explanation about the same. He highlighted that this platform will enhance business opportunities for women entrepreneurs which could not only benefit the stakeholders but also the society at large. He hoped that more women entrepreneurs from across India could join the platform and in future women entrepreneurs from across the globe too could take advantage of the ecosystem that this platform offers. Mr. Cyril Desouza, Assistant Director Trade Promotion, World Trade Center Goa, while addressing on the topic 'Get your Product from Local to National and International Market' highlighted that startups could succeed in the local market by observing their competition and the products and services they offer. They must also attend networking events, offer good customer service etc. He explained that the local market should act as a testing ground for building a brand and a product. Once the product is successful in the local market the entrepreneur should then try and sell the product or service in the national market. One can do so by taking part in Trade Fairs, acquiring a business in another state, joining a National Chamber of Commerce etc. Mr. Desouza pointed out that success in the local and national market gives the startup an advantage when entering International Markets, as part of the fixed costs of the company can be recovered from the domestic market and this would give them an edge in competitively pricing their products in the International Market. He further explained that, to successfully take products to the international markets, it is imperative for an entrepreneur to learn and understand the culture of the country he wishes to sell his products in, a good Training in nuances of International Trade, Taking Part in International Exhibitions and membership with International Trade Bodies like World Trade Center Goa would all go ON TRADE a long way in helping Entrepreneurs expand their product sales in International Markets. Mr. Desouza concluded his speech by informing the delegates about virtual courses on foreign trade and logistics held by the World Trade Center Mumbai, which are sure to help entrepreneurs prepare to enter international markets. The webinar was moderated by Ms. Shiya Naik, President, Bardez Bandhan who also conducted a lively interactive session with the participants where in all their doubts and queries were addressed.

The webinar was held on July 14, 2021