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WTC Goa highlights International Trade Opportunities at Converge 2.0 Academia-Industry Summit

The new education policy aims to foster greater Industry Academia interactions empowering students with knowledge of industry and business aspects as they complete their respective degrees. The goal of this initiative is to sensitize students so they have a better understanding of the industries they will work in upon entering the professional world. In this context, the Goa Business School at Goa University invited World Trade Center (WTC) Goa to discuss the promotion of international trade from Goa. The Government of Goa's Higher Education Council and Directorate of Higher Education launched Converge 2.0 – Academia-Industry Summit, with the theme Skill-up, Scale-up, succeed: Empowering the Workforce of Tomorrow. Mr. Cyril Desouza, Assistant Director of Trade Promotion at WTC Goa, had the opportunity to interact with senior students at the Goa Business School. During his presentation, Mr. Desouza began by explaining the concept of international trade in today's economic scenario. He also discussed the lucrative opportunities within international trade and how they could benefit those in Goa interested in pursuing a career in the export-import sector. Highlighting the need to enhance international trade from Goa, he pointed out its numerous benefits for local stakeholders, including the opportunity to work independently, showcase local products, and benefit from infrastructure development in ports, railways, and air transport. He also stressed the importance of market research and creating Mr. Desouza further provided insights into the workings of the World Trade Center, explaining that it is part of the World Trade Centers Association (WTCA), based in New York, which encompasses over 300 World Trade Centers across more than 90 countries. This extensive network opens up opportunities for Goan businesses to trade globally with the right product mix. Mr. Desouza concluded the highly interactive session by highlighting the role of the WTCA's Reciprocity Desk and the numerous Memoranda of Understanding (MoUs) signed with World Trade Centers around the world, as well as the collaborative role various business associations in Goa could play in enhancing international trade from the region.

The interactive session was conducted at the Goa Business School, Goa University Campus on March 7, 2025.