

Vibrant International Trade



WORLD TRADE CENTER®
GOA



MVIRDC®

IN-HOUSE MONTHLY — NEWS —

May 2022

Contents

3

Events

World Trade Day 2022 Seminar focuses on UAE



5

Accolades

Thank you Dearest Delegates and Well-wishers

6

Highlights

WTC Goa lends support to Local Producers

7

Member Viewpoint

Goa Exports Potential and Pathway to Internationalization

8

Member Showcase

Goan "Fungi" Exports poised to "Mushroom"



10

Goa Tourist Scope

Tirakol Fort - an epitome of peace and tranquility

11

Upcoming Events

- 27th June 2022
World MSME Day 2022
- Inbound Trade Delegation from Africa
- Outbound Business Delegation to UAE
- "GlobeScope" - Exhibition & Conference for MSMEs, Handicrafts and Consumer Goods Sector

12

About WTC GOA

World Trade Day 2022 Seminar focuses on UAE



From (L-R): Mr. Cyril Desouza , Assistant Director - Trade Promotion - WTC Goa, Mr. Roque Quadros, Founder Director / Creative Entrepreneur - Rocky's, Ms Ashwini Gauns Desai, Deputy Director (Industries), Directorate of Industries, Trade & Commerce, Government of Goa, Mr. Sylman Caiado, Director, Simplisol Technologies Pvt Ltd and Mr. Satish Kota, Founder & CEO of NavaTies Solutions Private Limited.

In February 2022 a historic Free Trade Agreement was signed between India and the United Arab Emirates (UAE) , this treaty will pave the way for boosting India -UAE bi-lateral trade. This was the focus of the Seminar that World Trade Center Goa organized while celebrating World Trade Day 2022 on 27th May 2022 at Panaji, Goa.

The Chief Guest Ms Ashwini Gauns Desai, Deputy Director (Industries), Directorate of Industries, Trade & Commerce, Government of Goa , briefed on the activities of the Directorate of Industries, Trade & Commerce and the plans of making each district in India as Export hub, she also spoke on the formalization of the logistic policy for Goa and the State incentive scheme clubbed under the Umbrella Schemes. She was of the firm opinion that Goan Industries should work together and not in Silos for all round growth and development of the state of Goa.



Mr. Roque Quadros



Ms. Ashwini Gauns Desai



Mr. Sylman Caiado



Mr. Satish Kota



Group Picture of Participating Delegates

Guest of Honor, Mr. Sylman Caiado, Director, Simplisol Technologies Pvt Ltd, while addressing the topic of Doing Business in the UAE said that his company has a good presence in Dubai and Kuwait for the last couple of years and said that Business in UAE, can be done either through the Mainland or through the Free Trade Zones. He mentioned that setting up a business in the Mainland would entail an initial investment of a minimum of at least 30,000 UAE Dhirs and more where as in the Free Trade Zone it could be a little less, all depends on the nature of the business. Mr Caiado, said that with the waiver of a compulsory Emariti Sponsor is a positive message is also a step in the right direction.

Mr. Roque Quadros, Founder Director / Creative Entrepreneur-Rocky's, also a Guest of Honor, said that the best way to do business in the UAE was to respect and understand the culture of UAE and then align the business accordingly. He

said that a lot of business is based on trust and that trust has to be earned for business success. Mr Quadros also highlighted that showcasing in Business exhibitions was also important for business success along with emphasis on having a good online presence and always maintaining punctuality whether for business meetings or for delivery of products and services.

Special Invitee, Mr. Satish Kota, Founder & CEO of NavaTies Solutions Private Limited, spoke in detail on the Road Map for Exploring International markets and how the data analysis through the NavaTies portal could immensely benefit the local industry to boost exports. He made a detailed presentation on two important product exports from Goa namely, Turmeric and Cashew.

Earlier Mr. Cyril Desouza, Assistant Director- Trade Promotion, World Trade Goa in his address made two important announcements, namely,

of the Center planning to organize a Trade Delegation to the UAE and the proposed visit of a Pharma Trade Delegation from Africa, that is scheduled to visit Goa in the Month of June or early July 2022. Mr. Desouza also expressed support in making Goan Exports viable through major Trade Promotion and Trade Education activities and programmes.

Physical product displays were made by Cajumol Dairy & Agro Products and Vana Shrubs Pvt. Ltd.

A very responsive and highly interactive Q & A Session was organized during the Seminar.

The Seminar was held on 27th May 2022 at Nalanda hall, EDC Building



Thank you Dearest Delegates and Well-wishers

Hi Cyril, it was wonderful meeting you personally. Thanks for conducting such amazing sessions. Such sessions help people to understand various opportunities outside of their domain and helps us as consultants to gain knowledge of new opportunities to suggest to our clients. When such prominent speakers share their experience, it opens the eyes and gives learning from the challenges they have faced. As I interacted with Mr. Roque Quadros, he shared some valuable inputs from his experience which will help me understand how other countries are serious about mitigating their business loss by insuring their businesses where actually my expertise lies.

Looking forward to meet you again for more insightful session. Also looking forward to have discussion on various topics which can help local entrepreneurs.



Mohit Hastwala, Founder Investment Options, An Insurance & Investment Consultant, Goa

Dear Mr Cyril,

Thank you for the invite to a Seminar cum A Guide to Export - event organized today 27th May, 2022 at Nalanda, Panaji on the occasion of World Trade Day 2022. It was a great initiative taken by WTC Goa and your Team and a successful event as far the topics covered and the interactive session by all delegates.

All who attended were fortunate to get good insights and guidance from the honourable dignitaries.

Thank you all once again and looking forward for more such meaningful events, where all the stakeholders grow together.

Good Luck!!

Milind Sawant, Owner, Awash Global Ventures, Goa



Mr. Satish Kota
Founder & CEO
NavaTies Solutions
Private Limited



Thank you

Mr. Satish Kota and Ms. Prathiba G,
Greatly appreciated!



Ms. Prathiba G
Chief Marketing Officer
NavaTies Solutions
Private Limited

WTC Goa lends support to Local Producers



Pop up Exhibitions are a popular way to garner support for Local products and Services and World Trade Center Goa is always happy to lend support to local producers with the objective of weaving their efforts to expand their business globally through greater exports of their Goods and Services.

One Such Pop up Exhibition was organized at the Mall de Goa, one of Goa's leading supermarkets from the 06th of May to 08th of May 2022. The local products on display included Handicrafts, handcrafted Textiles, Quilts and bed sheets, Gift Items, Unique Indoor plants, custom handmade embroidery products for

Men, Women & Children and a wide range of super quality eatables and foodstuffs.

The successful Exhibition was organized by Divya Creations and Deeshan Fan Club.



Goa Exports Potential and Pathway to Internationalization

The general perception is that Goa exports iron ore, seafood and pharmaceutical products, and it is obvious that this accounts for a major share of the total exports and foreign exchange earner for the state.

However, there are also products and services from other sectors such as engineering goods, ophthalmic lenses, precast concrete products, food and beverage products, handicrafts, furnishings, and IT services that are making inroads in the export market.

Goa is strategically placed for thriving foreign trade. It is well connected by port-rail-road-and airport linkage. Moreover, facilities at Mormugao Port Trust (MPT), Vasco, have been vastly improved with the port being notified for pharmaceutical products, offering 24x7 custom clearance, modern berthing facilities, container service, etc. There is however a further need for improvement. The air cargo complex, Dabolim Airport has also had similar, beefed-up facilities. The cargo complex is refrigerated and offers all the amenities for hassle free movement of goods.

Once a company is established in the local market, the risk of product / services stagnation sets in. A company's growth may mean that export or to use better words Internationalization is imperative once it crosses a certain stage. Over the last few years, several Goan companies have incredible quality products that are either limited in a local market, ahead of its time, or better suited for an overseas market. Stagnation is inevitable on account of the nature of the product in a limited local market, due to its

utilization or the price point. In addition, due to covid, there has arisen an opportunity for the MSMEs. The disruption in supply chains and the Anti-China sentiment has caused MNCs and countries to look at alternative suppliers. While a direct sale may be difficult for an MSME, one can look at opportunities of deemed export (selling to an MNC which further exports).

Below are two classic scenarios that are a litmus test before being ready to take the plunge:

Case 1: Market entry strategy: - In the first case the entrepreneur is aware of the product line that he would like to take to the international market. Identification of the optimal market means taking into consideration the economic, social and political scenario of that place. This would enable a long-term business vision rather than a windfall gain or loss only for a couple of years.

Case 2 : Diversification : In the second scenario of any diversification envisioned by the entrepreneur in a new market, it is important to identify the attractive sectors prevailing at any point in time in a particular market and having a sustainable market.

In both the above cases, identifying the best strategy to do business, i.e whether to have only exports, have a joint venture, or even a physical set up at such a place, should be based on an extensive financial model developed on a case-to-case basis. If a joint venture or physical set up is advised, it is important to have knowledge of players in each sector to advise on the most appropriate partner depending not only on the



financial parameters but also considering the cultural patterns.

There are of course several challenges associated with internationalization, and one needs to do a lot of homework prior to venturing into other countries. Some of these impediments could be in the form of - Lack of reliable data on overseas market, Lack of awareness of potential customers, Lack of knowledge about export rules, procedures and documentation etc. Hence, an SME needs to be well informed and prepared before commencing on the path of internationalization.

An MSME must have a long-term strategy prior to entering a new market. Companies must always remember to:

- Analyse markets and opportunities in countries in relation to their existing / dream product.
- Clearly define the international strategy and business model.
- Implement locally in the new market (through partnership with local players after obtaining complete knowledge about them)

MARC (Mangal Analytics and Research Consulting)
www.marclocal.com



Goan "Fungi" Exports poised to "Mushroom"

A couple of years back we know, our country and the world too was going through tough times due to Corona Virus Pandemic and Goa was no exception to it. Various preventive measures were being taken by the Government, the NGO's and likewise people were and even today are being advised to boost their immunity by adopting various measures including ayurvedic and yogickriyas.

"VanaShrubs Pvt Ltd." a company formed in Goa by Goans is into *Research, Development, Production, Cultivation and Marketing of various mushrooms more particularly focused on functional (medicinal) mushroom, its by-products and similarly other mushrooms and its by-products.*

The company was formed just on striking of pandemic and like any single individual we were also facing tough times during those days. Primarily, the Chief founder, Mr. Shivanand C Volvoikar, owns a couple of industries from various sectors including fabrication, modular furniture manufacturing and mushroom production in Goa. But as pandemic struck, it was almost getting tough to sustain in the market and what actually pinched the heart of the founder was the loss of lives in the world that was happening.

It was that pain that gave birth to a R&D company Vana Shrubs, which gave themselves a challenge to save human lives while making their living, by exploring their knowledge and their technology they had in



Mr. Shivanand Volvoikar
Chief Founder & Managing
Director - Vana Shrubs Pvt Ltd

mushroom cultivation. In doing so they explored various functional (medicinal) mushrooms, which are known to have fantastic results in boosting your health, immunity, brain power, body metabolism, infertility and so on.



During their research work, they even came across various rare and high profile species of mushrooms like the ones found in Himalayan ranges and which are being used in various traditional medicinal practices for curing various ailments. Today the company is thriving to bring these mushrooms and their value added products in Goa and the world in various forms right from powder sachets, capsules, multi nutritional drinks and so on.

Now, with the use of modern technology and microbiological technique we could prepare the tissue culture of this rare species and have now grown this product for use of the common people, right here in Goa, India, that too without disturbing the nature. The company though a couple of years old has obtained all Government approvals and is awarded ISO 9001:2015, Good Manufacturing Practice (GMP) and FSSAI license for its products. The project which is first of its kind in the state of Goa, India.

Although we have been working on standard mushrooms for long under guidance of various experts, the idea of bringing functional mushrooms in the local market came up during the struggling times of Pandemic of Covid 19 in the world. The worst effected were those with very low immune systems, having respiratory problems like Bronchitis, Asthma and other liver and lung related problems.

Our exploration showed that even mushrooms like the ones we worked on had all that characteristics that could build a very high immune system for humans. Likewise research papers showed that it is also very helpful in cases where people had regular respiratory problems. It is also learnt to increase your stamina as well as acts as a relaxer for your body and mind.

We strongly believe in serving ethically the products, building them at our home plant and serving them

fresh to you at a fair price. To start with the company is in the process of launching products of functional mushroom in dried form.

As a step forward to bring in wider spectrum of production and reach every person in need of boosting their immunity and health, the company plans to launch their brand franchisee outlets and counters for their products. These outlets will be fully equipped with total brands of our company where the customers can walk-in to see our products, obtain our unique recipes for consumption of various mushrooms by way of tea, soups, smoothies and much more.

**You can reach us on website-
www.vanashrubs.com /
vanashrubs@gmail.com /
whatsapp 96375 53837.**



Tirakol Fort - an epitome of peace and tranquility

This month we visit the calm and serene Fort Tirakol. Situated on the Northern End of the beautiful State of Goa and bordering the neighboring State of Maharashtra, and located about 40 kilometers from the Capital City of Panaji, Tirakol is an "Oasis" of peace and serenity in contrast to the very busy party and club hopping scenes that Goa is famous for.

Nestled in the Fort is a very unique Heritage Hotel and a Church dedicated to Saint Anthony of Padua.

The Fort offers some stunning and beautiful landscape visions and one of them is depicted on our cover page. The vision through a drone camera can be best described as "Fantastic".

Those desirous of journeying to the Fort can do so through a flat bottomed Ferry Service, that, in itself is a beautiful experience. The

Ferry can be boarded on the Kerim side as well as on the Tirakol side and the service itself runs through the day but subject to the vagaries of the Tides. A patient wait for about 30 or 40 minutes is what will greet you to complete the less than 10 minute journey across the River. Besides carrying Tourists the ferry also has provisions for transporting their vehicles as well. From the Ferry Wharf the Fort is located a good 3 kilometers away. Alternatively, the Fort can also be accessed by driving through a bridge and re-entering Tirakol through the neighboring state of Maharashtra. This would entail you to go through the cross border checking that are in place and is less scenic than the ride on the Ferry.

On the Kerim side, we saw a few small restaurants and eateries that can best be described as a "stop gap arrangement" for quelling hunger pangs, but a small Restaurant on the

Tirakol side and situated bang on the river bed, is what caught our fancy. We saw tourists enjoying a good meal here and also sipping Tea and other beverages. The wait at this cafe was pleasant and the view that it offers is stunning and beautiful. We particularly liked the distant view of the confluence of the River Tirakol and the Arabian Sea. The Sun Set view from here is what we could describe as "Spectacular".

Go to Tirakol with an open heart and mind and be prepared to see a more tranquil side of Goa. For us it was a visit that was truly refreshing, exciting and of course relaxing and we look forward to re-visiting the beautiful Tirakol Fort as and when opportunities make themselves available.

Local buses and Taxi Services are available from major towns in Goa to Fort Tirakol which is best visited between 10:00am to 6:00pm.



Upcoming Events

- **World MSME Day 2022**
27th June 2022
- **Inbound Trade Delegation from Africa**
- **Outbound Business Delegation to UAE**
- **"GlobeScope" - Exhibition & Conference for MSMEs, Handicrafts and Consumer Goods Sector**

Contact us:

Mr. Cyril Desouza
Assistant Director- Trade Promotion
World Trade Center Goa
9967968213 | cyril@wtcgoa.org



WORLD TRADE CENTER®
GOA



World Trade Center (Goa) Association

A part of World Trade Centers Association, New York, which is an unparalleled Network of 321 WTCs in 92 Countries connecting 1 million businesses across the world, now in Goa.

Connect Locally Trade Globally

OBJECTIVE

- Facilitates Trade and Investment
- Provides Training and Educational Programmes Promotional Activities
- Promotes Competitiveness through Research and Trade

SMEs, Corporate Houses, Institutions and Professionals with a focus on International Trade are invited to join this global network

Administrative office:

WORLD TRADE CENTER (GOA) ASSOCIATION

Office No.26, Block "C", EDC House,

Dr. Atmaram Borkar Road, Panaji-Goa - 403001

Tel.: 0832 2431107 / 08 | Email: wtc@wtcgoa.org

Registered office:

31st Floor, Center 1, Cuffe Parade,

Mumbai - 400005, Maharashtra, India

Tel.: 022 66387272 | Email: wtc@wtcmumbai.org