

## **AWARENESS PROGRAMME ON “COMPLIANCE AND FAIR TRADE PRACTICES TO SURVIVE AND GROW IN THE EXPORT MARKET IN THE CHANGING GLOBAL SCENARIO”**

Government of India is aimed at doubling of exports by the year 2013-14 by taking many steps including fiscal incentives, new manufacturing policy, institutional changes, procedural rationalization, obtaining enhanced market access across the world, and diversification of export markets.

In the recent past legal and regulatory compliances and use of Fair Trade Practices (FTP) has emerged as an important tool for the export industry to improve the global market access especially in the markets of USA and Europe. Specifically in the manufacturing sectors, the compliance is increasingly becoming an important governance requirement throughout the value chain.

We are organizing a series of awareness cum educational events to present the issue of recent compliance in the USA market, which applies to the manufacturers and exporters located anywhere in the world, including India, who are exporting products and articles to USA. However, on the other hand, the new compliance requirement also presents an opportunity to grow the market share in USA. The workshop will provide a platform for understanding the issues in a simple way so as to enable compliance and Fair Trade Practices an integral part of the export strategy.

The workshop will mainly cover the following:

- The role of compliance and legitimate Information Technology (IT) infrastructure in the export firms and manufacturers.
- New developments worldwide in the area of compliance, IT infrastructure, IPR and Fair trade practices.
- Potential challenges for exporters & manufacturers, how to address them and an opportunity to grow market share in US.
- Available handholding support and compliance related solutions for the exporters and manufacturers.

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