

**STATE EXPORT FACILITATION CENTRE
UNDER DEPARTMENT OF MSME&T, GOVT OF WEST BENGAL
AND
INDIAN INSTITUTE OF FOREIGN TRADE
KOLKATA CAMPUS**



OBJECTIVE AND ROLE OF STATE EXPORT FACILITATION CENTRE

The State Export Facilitation Centre established by Department of MSME&T, Government of West Bengal in collaboration with Indian Institute of Foreign Trade plays an important role in facilitating the budding and prosperous entrepreneurs of West Bengal in International Business. This centre will be channelising the entrepreneur's dream of developing themselves as exporters with handholding support and necessary export-oriented information. Assistance and counselling will be given to these potential MSMEs related to domestic and International Trade towards promoting and developing export from Bengal

DELIVERABLES

- Assistance on export procedures
- Handholding support for necessary registrations like Trade Licence, Obtaining IEC Code
- Identification of their products in international market through proper 6-digit HS Code
- Identification of the top five and potential markets for their product
- Export trend analysis of the products in the global market
- Comparative advantage of the product in the global market
- Necessary information on tariff obligation and non-tariff barriers faced by exporters while exporting.
- Process of obtaining export orders
- Basic information about the matter of export contract
- Information on documentations required for shipping & logistics
- Necessary information on export related schemes, trade fairs, important events, export related announcements, etc

The SEFC will also provide in depth knowledge on

- Development of export plan
- Financing export transactions
- Methods of handling orders and shipments
- Sourcing of input material for exportable product manufacturing
- Location of freight forwarders
- Procedures of export financing – letter of credit
- Customs procedure
- Tariff and non-tariff obligations

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PRODUCT MARKET MATRIX

The identification of the right product-market mix i.e. deciding which product to sell in which product to sell in which market is one of the most important decisions a potential exporters has to make. It is important to research foreign markets and tailor one's product to regional tastes. This software on product market identification will help the exporters to identify the right market using online databases and information. It would help SME exporters find countries with the largest and fastest growing markets for their product and help determine which foreign markets will be most penetrable and profitable.