



Brings you a highly user friendly one stop destination with personalised services based on your export market reach option to make you truly global.

Registration for **2 YEARS** just for **Rs.5,000/- + 18%GST** instead of **Rs.7,000/- + 18%GST**

Annual Fee of **Rs.5,000/- + 18%GST**

OFFER for LIMITED PERIOD only

For Farmers and related, at a further subsidised cost of **Rs.4,000+18% GST only**

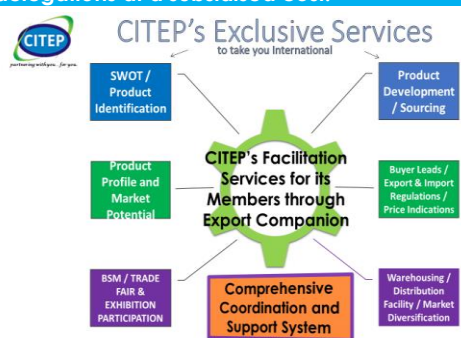
# EXPORT COMPANION

A comprehensive highly versatile one stop Web Portal for Exporters / Export and Entrepreneurship Aspirants



## EXPORT COMPANION

**Business-to-Business Matchmaking**  
 Let the CITEP helps you to connect with international buyers with our exclusive business-to-business matchmaking programme. With our global network, for those who have registered for Export Companion, their export product / service interests will be shared with pre-screened international buyers across the world and much prospects are awaiting to meet them for one-on-one contact in the incoming / outgoing delegations at a subsidised cost.



Are you a new or current exporter looking to expand into a new market globally? **CITEP** leverages its growing network of professionals to help companies navigate in the world's most dynamic and fastest growing markets.

**CITEP** help you to identify potential buyers / buying agents / useful contacts of your business interests precisely in accordance with your requirements. Wherever you trade, CITEP is at your side.

Experience always pays. Our experts free up your time and resources to focus on what matters most – doing business. CITEP aid in managing trade activities globally.

### Your Growth

Whether you want to expand your product line or source new products, we will help you enter emerging markets and prepare you to do business at the speed of opportunity.

### Fill in your gaps.

What does your marketing team need? CITEP will help you fill in the gaps.

### Task Accomplishment

Senior members of the CITEP team have held leadership positions in government, the private sector, multilateral organizations etc. Our team of experienced professionals offers expertise in a broad array of markets and industries. We work together as a part of your Marketing Team.

### Our Approach

In today's global business environment, staying competitive means striking the right balance between risk and reward.

To achieve your potential, you need accurate, up to date, and timely information and people who can help you make the right decisions. Whatever your industry, our global network of experienced professionals can provide you with highly responsive advice that meets your needs.

## Protect profits

Your core competency is where growth happens. Let us do the non-core work to reduce your operational costs.

## CITEP – Your Trusted Partner

Trust is everything. We are trusted like an extension of your organization, our people will expertly improve processes, compliance, communications, and ultimately your bottom line. In global trade, there is no better partner than CITEP.

Backed by decades of experience, with CITEP at your side, you have peace of mind that your needs will be met.

Our vision is to be recognized as a part of your Export Marketing Team by creating dynamic, integrated solutions for doing business globally.

CITEP's purpose is to clear the way for your international trade, so businesses can grow – faster, smarter, further by findings ways to:

- Turn market opportunities into real, new and sustainable business;
- Facilitate access to markets and buyers interested in mutually beneficial, long-term, partnerships; and,
- Accelerate the adoption of innovation and appropriate technologies to meet market requirements and boost productivity.
- We work with and through partners to strengthen the competitiveness of exporters and build vibrant, sustainable export sectors that provide entrepreneurial opportunities.

CITEP takes development beyond the enterprise, creating improved support services and fostering an enabling environment that allows for enterprises to succeed in exporting and integrating into global value chains.

## Other highly useful services

- CITEP also provides exclusive vital information related to Agricultural and Processed Food sector from the deep root farm level up to its marketing overseas;
- A host of information for Entrepreneurship development providing latest potential technologies, marketing, finance and all related;
- Self-Employment; Franchise, Women Entrepreneurship opportunities and related.

## How it Works:

An exhaustive web portal being set up by giving the access through Username and Password. The Web Portal contain core information highly relevant for your export endeavour ambit with interactive facilities. It would serve as a one-stop destination to make it easy and convenient to accomplish your export marketing efforts. With a convenient segregation of information gathering requirements, it is a highly vibrant tool in an enjoyable searching mode.

## WEB PORTAL HIGHLIGHTS

SECTION I BUILD AND EXPAND YOUR EXPORTS
<p><b>Trading Companies and Agents, Import – Export Service Providers - Worldwide</b> Export Management and Trading Companies Worldwide – country-wise of major products and services.</p>
<p><b>The Trading Hub: Import and Export Trade Leads from around the World</b> Provides live trade enquiries from international buyers; B2B e-Commerce; Industry Specific Trade Leads; Links to Trade Lead Websites; World-wide Business Directories; Country Specific Directories; Industry Specific Directories; World-wide Government and Military Procurement Tenders; etc.</p>
<p><b>Export Assistance</b> If you're ready to explore the possibilities and challenges of exporting, CITEP's Export Assistance Centre provide the help you need.</p> <p><b>Personalised Exclusive Services</b> CITEP periodically send you leads related to your business interest with contact, communication details.</p>
<p><b>International Partnership</b> Get in touch and to establish a partnership with matching counterpart, CITEP will...</p> <ul style="list-style-type: none"> <li>• look at your needs and goals</li> <li>• assess if you are ready for international partnerships</li> <li>• advise you on how to better prepare for internationalisation</li> <li>• identify the best way for you to find a partner that matches your needs</li> </ul> <p>CITEP is maintaining a large database of business opportunities. It contains thousands of business, technology and research cooperation requests and offers from companies and research and development institutions.</p>
SECTION II PREPARE YOUR EXPORT STRATEGY
<p><b>International Trade Statistics – Country-wise and Product-wise</b> To find out the trade flows between two countries by entering the product code. Any difficulty to find out the product code, you may find out entering the name of the product(s).</p>

<p><b>Market Research Reports</b> CITEP provides exhaustive resources for conducting international business transactions in more than 150 countries world-wide on a range of International Trade Topics and Industries; Market Reports, Tips and Guidance.</p>
<p><b>Country Profiles</b> You can select a country to get the updated Profile would be of much use while entering export to that specific country.</p>
<p><b>Tools of Trade</b> Customs &amp; Tariffs; Documentation Assistance; Export Credit Insurance; Foreign Direct Investment; Entering Importing or Exporting?</p>
<p><b>Importers Associations</b> CITEP is being in touch with major importers associations world-wide. This would facilitate trade contacts between potential or existing exporters and representative organisations in importing markets to identify matching importers in the specific country(ies).</p>
<p><b>International Trade Promotion Organisations</b> CITEP is in constant touch with more than 100 international trade promotion organisations for exchange of information related to trade, industry, exports, agriculture and services which provides a host of vital information for the Indian trade and export community to penetrate their export potential.</p>
<p><b>SECTION III</b> <b>POLICY, PROCEDURES AND REGULATORY REQUIREMENTS</b></p>
<p><b>Product Classification</b> All products are classified under a tariff code that carries information on:  <ul style="list-style-type: none"> <li>• duty rates and other levies on import and export</li> <li>• any applicable protective measures (e.g. anti-dumping)</li> <li>• external trade statistics</li> <li>• import and export formalities and other non-tariff requirements.</li> </ul> </p>
<p><b>Export / Import Process</b> All the rules covering customs and other procedures in trade with all countries.</p>
<p><b>Documentation</b> Export / Import Documentation requirement for various products and services.</p>
<p><b>Sanitary and Phytosanitary; Environmental and Technical Requirements</b>  <p><b>Sanitary and Phytosanitary</b></p> <ul style="list-style-type: none"> <li>• Food and feed safety, Animal health, Plant health and Public health.</li> </ul> <p><b>Environmental Standards</b></p> <ul style="list-style-type: none"> <li>• Chemicals, Ozone-depleting substances (ODS), Fluorinated greenhouse gases, Endangered species, Waste, etc.</li> </ul> <p><b>Technical requirements</b></p> <ul style="list-style-type: none"> <li>• Product safety, Packaging and labelling.</li> </ul> <p>.....and a host of related information.</p> </p>
<p><b>Marketing Standards - Import Restrictions - Customs Information Related to Various Countries; Quotas and related.</b></p> <ul style="list-style-type: none"> <li>• Goods exported must meet specific standards concerning quality.</li> <li>• Imports of some products in various countries must be accompanied by an import licence. These licences allow the importing countries to monitor trade flows, tariff Quotas and safeguard measures.</li> <li>• Calculation of customs duties; Custom procedures; Customs security; Intellectual property; Rules of Origin; and related.</li> </ul>
<p><b>SECTION – IV</b></p>

<p><b>AGRICULTURE AND PROCESSED FOOD</b></p>
<ul style="list-style-type: none"> <li>• State-wise Potential of Indian Agro Commodities and Processed Foods</li> <li>• Agro Commodities and Processed Food Import Country Profiles with product details</li> <li>• Importers, Buying Agents and related</li> <li>• Export-Import Regulations</li> <li>• Price Movements</li> <li>• Hi-tech Agro Technologies</li> </ul> <p>.....and a host of related information.</p>
<p><b>SECTION – V</b> <b>ENTREPRENEURSHIP</b></p>
<ul style="list-style-type: none"> <li>• Potential Technologies / Joint Ventures / JVs with Buy-back and a host of valuable entrepreneurship opportunities especially in MSME sector.</li> <li>• Select Promising Project Profiles</li> <li>• Financing Your Exports and Projects</li> <li>• Facilities and Subsidies</li> </ul>
<p><b>SECTION – VI</b> <b>SELF-EMPLOYMENT OPPORTUNITIES</b></p>
<ul style="list-style-type: none"> <li>• Highly attractive Franchise Opportunities with low investment</li> <li>• Home Based Business with marketing support</li> <li>• Micro level manufacturing and other host of business opportunities for Women Entrepreneurs wither part time / full time.</li> </ul>
<p><b>SECTION – VII</b> <b>JOB SEARCH</b></p>
<p>Employment and related opportunities &amp; leads for various category placements and related in manufacturing and service sectors.</p>

**Exclusive Factors**

As a pioneer in this concept, CITEP extend its personalised services to all the registered users based on their export product interest as a part of your market team. A detailed analysis of your product potential and its export market reach is carefully evaluated to strengthen your export market promotional activities. A much of galore is waiting for you in the long run relentlessly supporting your business interest with a high calibre professionalism from CITEP.

**Registration Fee**

Annual Fee availing this personalised service is Rs.7,000/- + GST. To meet a part of administrative and operational cost.

**Limited Time Offer**

For a limited period of time, CITEP further subsidised the Registration Fee valid for **TWO years** just for **Rs.5,000/- + GST @ 18% works out to Rs.5,900/- (Rupees Five Thousand Nine Hundred only)** is being fixed which may be sent by way of Cheque / Demand Draft favouring CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION or **through NEFT transfer to:** A/c Centre for Indian Trade and Export Promotion. Account No. 041736000000022 Lakshmi Vilas Bank, (Madipakkam Branch) Chennai IFSC LAVB0000417.

## How to Register

Interested exporters / export and entrepreneurship aspirants may register by sending the attached application form along with payment details to:

**CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION**  
1683-A, 5th Cross Street, Ramnagar South, Madipakkam, Chennai 600 091  
Phone: 9840262671 / 9663000334 / Fax: 044-48577611 Email: [citepnetwork@gmail.com](mailto:citepnetwork@gmail.com) / [ed@citep.in](mailto:ed@citep.in)



### ABOUT CITEP

**CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION (CITEP)** is a NOT for PROFIT incorporated organisation to promote trade, industry, agriculture and export bestowed with a pool of highly experienced devoted experts / professionals / entrepreneurs / technocrats / national and international level prominent trade, industry, agriculture promotional agencies / academic stalwarts / scientists / R&D / International trading associates around the world with a motive to assist / coordinate in export promotion and entrepreneurship building endeavour. CITEP with its world-wide contacts and associate representations strive for enhancing Indian exporters' market reach by identifying buyers having high credentials.

### How We Are Structured?

- Recognizing a new marketing value chain, CITEP has structured its organization around the essential skill-sets with a full-fledged team and network powered by experience.
- Our promotional strategists, researchers, experts and advisors have different roles, different educational backgrounds — come from different parts of the world — but there is one thing they share – Curiosity for driving your export business growth.

### CITEP Connection

- CITEP is your gateway to the international trade. We specialize through the complex journey of exporting and establishing your international markets by simply unlock your export potential.
- CITEP functions as a part of your Export Market Team.
- We don't view ourselves as a trade and export promotional body, but rather an extension of your Export Division. Our job is to get you where you want to be and we will work with you to unlock that export potential.

### Why CITEP?

- CITEP dedicated its expertise in building practical, actionable, marketing transformation solutions for your export growth. We have over several decades of marketing transformation experience. We understand how marketing departments work, how agencies work across the world, in very different categories. This diversity of experience is what makes us unique.

### How CITEP build?

- A unique combination of experts of various facets profoundly pooling their knowledge, expertise and professional experience and contacts aiming to provide an over-all support to enhance exports from our Country.
- CITEP stimulates you to enter / expand your exports. Based on your specific product / export market selection, will actively involve with you to take you into real export business.
- If already exporting, wish to expand further with new buyers, new markets, CITEP is your right companion to achieve your targeted desire.
- With CITEP, No non-sense. Only export business in a real – repeat – real terms. Don't worry about Foreign Trade Policy, Export Procedures, Documentation, Financing for your exports, import country regulations, availability of incentives, subsidies, facilities and all related and co-related. CITEP update you and coordinate with you all along.
- We are with you to coordinate in every sphere of your export activities.
- CITEP jointly with Annamalai University is conducting a One Year Post Graduate Diploma in “Export Management and Entrepreneurship” through hybrid hi-tech learning mode with face-to-face sessions in important locations across the Country. Post Course facilities to provide Executive Level employment; Self-employment, to establish manufacturing set up with a full-fledged coordination from technology / know-how identification up to marketing of the products manufactured; to become a successful exporter with a full-fledged coordination from selection / sourcing of products, take to the international markets till realisation of export proceeds. The Course is entirely unique in its nature with a highly practical exposure and interesting to learn and adopt to establish a hi-growth future for the Course participants. The PG Diploma Course would likely to upgrade to MBA in due course of time.



### CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION

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Web: [www.citep.in](http://www.citep.in)

To meet out a part of administrative and operational cost, the actual subscription price per year works out to Rs.7,000/- +GST. However, as an introductory offer, CITEP is providing the same at a highly subsidised cost for a period of **two years just for Rs.5,000/-+GST @ 18% works out to Rs.5,900 (Rupees Five Thousand Nine Hundred only).**

In order to help farmers (those producing agro commodities, horticulture and all related to enter into exports, CITEP is extending this package for a period of **two years just at a further subsidised cost of Rs.4,000/- + GST @ 18% works out to Rs.4,720/- (Rupees Four Thousand Seven Hundred Twenty Only)**