



CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION

CONNECT. COLLABORATE. ENABLE. GROW.

10-DAY INTENSIVE EXPORT & ENTREPRENEURSHIP MANAGEMENT PROGRAMME

BUILDING FRONTLINE EXPORT FACILITATION CAPABILITY

A practical capability-building programme for government officials, trade-facilitation agencies, MSME-support institutions and international-trade stakeholders



UNDERSTAND THE EXPORT JOURNEY. STRENGTHEN THE FACILITATION CAPABILITY. ENABLE ENTERPRISES TO THINK GLOBAL.

Coordinated and jointly organised by CITEP in collaboration with the participating institution or agency

1. WHY THIS PROGRAMME WAS CONCEIVED

From Export Promotion to Export Facilitation

India has a large and diverse base of entrepreneurs, MSMEs and potential exporters. Yet for many enterprises, the difficulty is not merely identifying an export opportunity. The real challenge begins when they attempt to understand and navigate the complete journey from product selection and market identification through business formalisation, export registration, costing, pricing, logistics, documentation, customs and compliance, international payments, risk management, buyer discovery, negotiation and transaction execution.

This creates an important capability requirement for the institutions and officials who interact with these enterprises. The effectiveness of an export-support ecosystem depends not only on the availability of schemes, programmes and information, but also on the ability of frontline stakeholders to practically understand, interpret, coordinate and facilitate the export journey.

The Central Objective

DEVELOP OFFICIALS WHO CAN BETTER UNDERSTAND, GUIDE AND FACILITATE THE EXPORT JOURNEY OF ENTERPRISES.

2. THE ENTERPRISE POINT OF VIEW

Why This Programme Is Different

The programme looks at exporting from the enterprise's point of view. An entrepreneur approaching a government or support institution may have questions spanning several different areas. These questions rarely remain within a single departmental boundary.

What should I export?

Which country should I target?

How do I become export-ready?

What registrations are required?

How do I calculate my export price?

How do I find genuine overseas buyers?

How do I handle shipping?

What documents are required?

How do I secure payment?

What happens if the overseas buyer does not pay?

Which support mechanism may be relevant to my situation?

Who should I approach when the issue crosses departmental boundaries?

The programme therefore develops an end-to-end understanding of the export transaction, enabling participating officials and stakeholders to better appreciate the practical challenges faced by enterprises.

3. FROM DEPARTMENTAL KNOWLEDGE TO CROSS-FUNCTIONAL UNDERSTANDING

International trade does not operate within a single department. An export transaction may involve multiple stakeholders, each contributing to a different part of the enterprise journey.

The Integrated Export Transaction Chain

- 01 Enterprise**
- 02 Business / Regulatory Registrations**
- 03 Trade & Export Authorities**
- 04 Banks / Trade Finance**
- 05 Logistics Providers**
- 06 Customs & Documentation**
- 07 Certification / Inspection Ecosystem**
- 08 Overseas Buyer**
- 09 International Payment**
- 10 Post-Shipment / Risk Management**

The programme encourages participants to understand the complete transaction chain, including the points where enterprises may encounter delays, confusion, documentation issues, commercial risks or coordination requirements.

Why the Ecosystem View Matters

An enterprise's difficulty may originate in one part of the transaction but require coordination or understanding across another. A broader view helps officials recognise the relationship between departmental functions and the practical export journey of the enterprise.

4. THE 10-DAY PRACTICAL JOURNEY — DAYS 1–3

DAY 01 — IDENTIFYING EXPORT OPPORTUNITIES

Purpose: Develop an understanding of how export opportunities can be considered from product and destination-market perspectives.

Practical focus: Product suitability, international demand patterns and destination-market considerations; moving from a general business idea towards a commercially considered export opportunity.

Capability outcome: An understanding of how products and potential markets can be evaluated from an export perspective.

DAY 02 — EXPORT READINESS & FORMALISATION

Purpose: Understand what an enterprise needs to put in place before attempting an export transaction.

Practical focus: Business structures, IEC, RCMC and other relevant export-related registration and compliance requirements.

Capability outcome: A practical export-readiness and compliance checklist.

DAY 03 — EXPORT COSTING, PRICING & COMMERCIAL VIABILITY

Purpose: Develop practical understanding of the commercial viability of an export transaction.

Practical focus: Actual product cost, export-related costs, margins, currency considerations and commercial pricing; why an overseas enquiry may still fail to convert into a viable transaction.

Capability outcome: A practical export costing and pricing framework.

5. THE 10-DAY PRACTICAL JOURNEY — DAYS 4–7

DAY 04 — LOGISTICS & INCOTERMS

Purpose: Understand how logistics decisions influence cost, delivery obligations and risk.

Practical focus: Shipping modes, logistics decisions and commercial responsibilities under different Incoterms.

Capability outcome: A practical logistics evaluation framework.

DAY 05 — EXPORT DOCUMENTATION & COMPLIANCE

Purpose: Understand the principal documents and their place in the export transaction.

Practical focus: Commercial Invoice; Packing List; Bill of Lading / transport documentation; Certificate of Origin; related regulatory and customs documentation.

Capability outcome: A practical documentation and transaction-flow map.

DAY 06 — INTERNATIONAL PAYMENTS & TRANSACTION RISK

Purpose: Understand why payment security is a central component of export facilitation.

Practical focus: Letters of Credit, Bank Guarantees, Open Account transactions and export credit and insurance considerations.

Capability outcome: A practical international payment-risk framework.

DAY 07 — EXPORT SUPPORT, INCENTIVES & TRADE OPPORTUNITIES

Purpose: Understand how support mechanisms may relate to an enterprise's business situation.

Practical focus: Applicable export-support mechanisms, trade-policy opportunities, duty-related mechanisms and relevant trade-agreement considerations.

Capability outcome: A structured opportunity-and-support mapping framework.

6. THE 10-DAY PRACTICAL JOURNEY — DAYS 8–10

DAY 08 — INTERNATIONAL BUYER DISCOVERY

Purpose: Develop a structured understanding of practical approaches to overseas buyer identification.

Practical focus: International B2B networks, trade directories, trade desks, embassies / commercial networks, international trade fairs and other buyer-development channels.

Capability outcome: A practical international buyer-prospecting framework.

DAY 09 — DIGITAL EXPORT & GLOBAL MARKET ACCESS

Purpose: Understand how smaller enterprises can establish international visibility through digital channels.

Practical focus: International websites, B2B digital platforms, search visibility, digital branding, global marketplace opportunities and digital lead generation.

Capability outcome: A practical digital international-market-entry framework.

DAY 10 — EXPORT FACILITATION & PRACTICAL CASE SIMULATION

Purpose: Integrate the previous nine days through practical enterprise scenarios.

Practical focus: Market selection, compliance, costing, logistics, documentation, payment, buyer development, negotiation and execution.

Capability outcome: A COMPLETE EXPORT FACILITATION / BUSINESS ROADMAP.

The final day enables participants to view an export opportunity as an interconnected transaction rather than as a collection of independent departmental activities.

7. WHAT CHANGES THROUGH THE PROGRAMME

From Information Provider to Capability Facilitator

The programme is based on an important distinction:

INFORMATION

Tells an enterprise what exists.

GUIDANCE

Helps an enterprise understand what may be relevant.

FACILITATION

Helps an enterprise understand how the different parts of the process connect.

CAPABILITY

Enables the institution and its personnel to support enterprises with a more practical understanding of the export journey.

This programme is designed to strengthen that capability.

The Real Value to Government & Support Institutions

Stronger frontline capability

Better enterprise handholding

Improved cross-functional awareness

Practical MSME support

Better quality of export orientation

Institutional capability creation

8. PRACTITIONER-LED DELIVERY

The programme is intended to draw upon experienced professionals and practitioners relevant to the respective subject areas. The objective is to expose participants to how international trade transactions work in practice, alongside the relevant institutional perspective.

Foreign Trade Policy

International Trade

Banking & Trade Finance

Export Credit & Risk

Customs & Trade Procedures

Logistics & Shipping

Export Promotion

Digital International Business

International Marketing

Successful Export Enterprises

The source programme specifically proposes experienced serving / retired officials, banking and trade-finance executives, credit-risk professionals and successful exporters as contributors.

Designed for Government HRD & Capability-Building Initiatives

Human Resource Development Programmes

Departmental Capability-Building Initiatives

Officer Training Programmes

MSME Development Programmes

Export Promotion Initiatives

Trade Facilitation Programmes

District-Level Enterprise Development Initiatives

Inter-Departmental Knowledge Programmes

Institutional Training & Development Activities

9. WHAT PARTICIPANTS TAKE BACK

The programme is designed to provide practical working knowledge, frameworks and tools around:

Export Opportunity Identification

Product & Market Evaluation

Export Readiness

Legal & Regulatory Framework

Export Costing & Pricing

Logistics & Incoterms

Documentation

International Payments

Credit & Transaction Risk

Export Support Mechanisms

Buyer Discovery

Digital Market Access

Negotiation

Export Transaction Planning

The Larger Institutional Objective

BUILD A MORE EXPORT-READY SUPPORT ECOSYSTEM.

The purpose is not to turn every participating official into an exporter. The purpose is to create a stronger level of practical export awareness and facilitation capability among the people and institutions that interact with enterprises.

When officials understand the complete export journey, they are better positioned to appreciate what an enterprise is attempting to achieve, where practical difficulties may arise, which issues are interconnected, when specialist intervention may be required, how different stakeholders fit into the transaction, and what information an enterprise may need before proceeding.

10. THE PROGRAMME PROMISE

NOT JUST TRAINING.

NOT JUST AWARENESS.

NOT JUST INFORMATION.

PRACTICAL EXPORT FACILITATION CAPABILITY.

A 10-day intensive programme designed to help participating officials and institutional stakeholders develop a whole-of-transaction understanding of international business, enabling more informed and practical engagement with exporters, MSMEs and aspiring international businesses.

Multiple Stakeholders. One Integrated Export Journey.

The programme can bring together participants from different functions so that they understand the export transaction beyond their individual departmental perspective.

ENTERPRISE ↓ GOVERNMENT & TRADE FACILITATION ↓ BANKING & FINANCE ↓ LOGISTICS ↓ CUSTOMS & COMPLIANCE ↓ INTERNATIONAL BUYER

11. PROGRAMME EXECUTION STRATEGY

Programme at a Glance

Total Number of Days: 10

Total Session Hours: 60 hours

Morning: 09:45 a.m. to 01:00 p.m.

Lunch: 01:00 p.m. to 02:00 p.m.

Afternoon: 02:00 p.m. to 05:15 p.m.

Tea Break: 15 minutes during the session

Morning and afternoon sessions divided into two sections handled by subject specialists / senior-level officials of relevant authorities or agencies, serving or retired, as appropriate.

Suggestive Delivery Pattern

The programme would be conducted on Friday and Saturday of each week, running over five consecutive weeks, subject to mutually agreed scheduling.

Course materials would be provided to participants.

Participants would submit a brief overview of learning at the beginning of the following programme day.

A programme certificate would be issued jointly by CITEP and the Co-Organiser, subject to the agreed programme framework.

Programme Finalisation

Specific dates, participant strength, venue, faculty arrangements, programme fee, travel and accommodation arrangements and other event-related responsibilities shall be mutually finalised before commencement.

12. CITEP – PARTICIPATING AGENCY ROLES & RESPONSIBILITIES

The programme is intended to be coordinated and jointly organised by CITEP in collaboration with the participating Government department, agency, institution or other appropriate organisation.

CITEP Responsibilities

Curriculum and session structure

- Presentation materials, resources, practical exercises and templates
- Identification and coordination of faculty, experts, practitioners and resource persons

Faculty participation and programme scheduling

- Faculty travel, accommodation and stay, wherever applicable and as agreed
- Academic sessions, practical exercises, demonstrations and case discussions

Technical and academic guidance

Overall coordination of the CITEP component

Participating Agency / Institution Responsibilities

Participant identification and mobilisation

Internal communications, nominations or invitations

Suitable venue and infrastructure

Refreshments, lunch and participant hospitality

Local coordination and support

Registration, attendance and participant coordination

Smooth venue conduct

Other agreed event-organising expenses

13. PROGRAMME FEE & FINANCIAL RESPONSIBILITY

The programme shall be conducted on a collaborative basis between CITEP and the participating agency / institution.

The participating agency / institution shall bear the programme fee payable to CITEP, as mutually agreed based on scope, duration, participant strength and programme requirements.

The participating agency / institution shall meet event-organising expenses within its agreed responsibilities, including venue, refreshments, lunch and local arrangements.

CITEP's faculty travel, accommodation and related faculty arrangements shall be handled as part of CITEP's programme coordination responsibilities, unless otherwise mutually agreed.

Clear Division of Contribution

CITEP CONTRIBUTES

PARTICIPATING AGENCY / INSTITUTION CONTRIBUTES

CURRICULUM • CONTENT • FACULTY • EXPERTISE • PROGRAMME PREPARATION • TECHNICAL COORDINATION

CITEP PROGRAMME FEE • PARTICIPANTS • VENUE • LOCAL FACILITIES • HOSPITALITY • EVENT SUPPORT • INSTITUTIONAL COORDINATION

Closing Proposition

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ENABLE ENTERPRISES TO THINK GLOBAL.

FROM CLASSROOM KNOWLEDGE TO GLOBAL BUSINESS EXECUTION

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