



MANAGEMENT DEVELOPMENT PROGRAM

Export Market Opportunity And Threat Assessment

Date : 19th-20 Jan , 2017

Venue: IIFT Campus, New Delhi
B-21, Qutub Institutional Area Katwaria Sarai, New Delhi

Program Directors :

Dr.Bibek RayChaudhuri

Dr.Debashis Chakraborty

INDIAN INSTITUTE OF FOREIGN TRADE





Program Contents :

Opportunity Assessment

Databases for International Business and Indices
Trade Agreements and International Business
Shift Share and Constant Market share
Opportunity Assessment in International Markets

Threat Assessment

Simulation tools for International Business
Hands on exercise

Pedagogy:

Lecture-cum-hands-on internet-based delivery. Participants are required to bring their laptops for the session.

Who should attend:

Managers in Export Houses, Managers in Firms competing with imports, Government Officials in Departments related to Trade and Commerce etc.

Contact Person :

Ms. Akhila Roy
Marketing Manager MDP Division, Tele:
26531490, Mobile: 9999257908 e-mail :
akhila@iift.edu

Mr. B. Prasanna Kumar
Section Officer ,MDP Division Tele Fax: 011-
26968318 Mobile: 9899694416 e-mail:
mdp@iift.ac.in



Introduction & Objectives of Program:

Firms are increasingly facing frequent changes in business opportunities especially in case of cross-border trade. Increasing protectionism adopted by developed countries which are the traditional market for products from the developing countries are causes of concern for firms in such regions. Newer markets, product diversification on the basis of objective analysis of the markets are the need of the hour. Provisions at country-level, regional level and multilateral level also have to be looked at given their influence on flow of trade. Thus a holistic evaluation of the opportunities and threats is required to plan for the future. Recent problems faced by developing countries in WTO talks and slow pace of conclusion of new RTAs are causes of concern for business from emerging countries. Given this background the MDP will try to fulfil the following objectives: Analysis of global business trends, Comprehend the policies at supra-national level and their impact on cross-border business, Assessment of opportunities and threats in International Markets. Develop a check-list of indicators and indices to be monitored to aid in decision making.

Program Directors:

Dr. Dr. Bibek Ray Chaudhury

Specialization and expertise in CGE, Trade Data analysis, Productivity Analysis, Structural Equation Modelling, Limited Dependent Variable Models, Survey design and Analysis.

Dr. Debashis Chakraborty

Specialization and expertise in International Trade, Indian Economic Development, WTO

Program Fee :

Rs. 16,000 per participant

Modes of Payment :

Electronic Fund Transfer (NEFT) The payment should be made in favour of Indian Institute of Foreign Trade, New Delhi.

Banker's Name: INDIAN BANK
Branch Name : Mehrauli Institutional Area, Katarina Sarai, New Delhi.
A/c No. 767635122
Branch MICR No. 110019018
NEFT (IFSC) Code IDIB000M089

Online payment through payment Gate way -Link to payment gateway:

<https://www.onlinesbi.com/prelogin/institutiontypedisplay.htm>

Demand Draft /Cheque in favour of "Indian Institute of Foreign Trade, New Delhi " payable at New Delhi

Registration :

Please fill the given form on the last page.



REGISTRATION FORM

| Export Market Opportunity And Threat Assessment 19 th – 20 th ,2017 | | | |
|---|-----------------------|--------------------------|--------------|
| Name of the Participant (in BLOCK LETTERS) | Mr./Ms. | First & Middle Name | Last Name |
| | | | |
| Name of the participant (in Hindi) | | | |
| Designation & Department | | | |
| Organization | | | |
| Office Address | | | |
| City: | | State: | Pin Code: |
| Country: | | | |
| Phone: | Country Code | STD Code | Number |
| | | | |
| Fax: | | | |
| Mobile & Email ID: | | | |
| Academic Background | | | |
| Work Experience (in years and area of expertise) | | | |
| Source of awareness about the programme (tick the option/s) | | | |
| IIFT Brochure | Newspaper Adv. | Invitation Letter | Email |
| IIFT Website | Any other | | |
| <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | |
| Demand Draft /Cheque no./Trans. No. | | | |
| Bank Name | | | |
| Date & Amount | | | |
| NEFT Transaction Details | No.: | Date : | Amount: |

Details about Nominating Authority

| | | | |
|--|----------|---------------------|-----------|
| Name of Nominating Authority (in BLOCK LETTERS) | Mr./ Ms. | First & Middle Name | Last Name |
| | | | |
| Designation | | | |
| Mobile & E-mail ID : | | | |