

Experts discuss pathway to success in exports



(From left to right): Ms. Prathiba G, Chief Marketing Officer, NavaTies; Ms. Pallavi Salgaocar, Chairperson, WWGCCCI and certified Chartered Accountant and Ms. Rahila Khan, Lecturer in Garment Technology at the Government Polytechnic College.

Access to finance and market are critical challenges hindering small scale enterprises, especially women-owned businesses. In order to discuss possible solutions to these challenges, World Trade Center Goa organized a seminar on 'Women Entrepreneurs Economic Empowerment - From Local to Global' in association with the Women's Wing of Goa Chamber of Commerce and Industry (WWGCCCI).



Speaking on this occasion, **Ms. Pallavi Salgaocar, Chairperson, WWGCCCI, and certified Chartered Accountant** made brief comments on how to select the right country to export, which countries to avoid and also explained the importance of a successful Market Entry Plan and Strategy. Speaking about export financing, Ms. Salgaocar pointed that it could be availed through banks, subsidies, government financing, investments and recently through crowd funding. Ms. Salgaocar summed up her presentation by saying that a good financial plan and strategy coupled with a strong determination to succeed are hallmarks which women entrepreneurs should inculcate in their quest for seeking global Economic Empowerment.

Ms. Rahila Khan, Lecturer in Garment Technology at the Government Polytechnic College spoke on the clothing and garment sector with emphasis on fashion. She highlighted that Modern day fashion, unlike olden days, catered to not only the functional but also the non functional aspects of the day to day life.

She explained the same by saying that in the 15th century fashion was slow, in the 18th century there was demand for designer wear, the 19th century saw demand for ready-mades and the 20th century has seen a shift from Couture to Pret.



Ms. Khan then shared a few tips for success in the clothing industry which include the use of traditional art, innovative products and designs, effective pricing etc. "Making high priced garments and products without demand should be avoided," recommended Ms. Khan.

She highlighted the latest fashion trends in the garment sector such as the Bohemian Style, Unisex and Gender Fluid Clothing. Ms. Khan pointed out that Rental Wardrobes and Exchange / Repair cafes will be strong aspects that could also be considered for fuelling growth in the Global Fashion Industry and could add strongly to the Economic Empowerment of Women Entrepreneurs.



Ms. Prathiba G, Chief Marketing Officer, NavaTies also addressed the seminar by sharing insights on exploring new market overseas. She began by pointed out that India is at the cusp of a major growth turnaround in exports and the major seasonal changes across the globe make the export market very attractive for Women Entrepreneurs.

Ms. Prathiba then addressed stage wise, the key steps for Exports which include working out pricing, marketing, finding a buyer and transaction, and executing the export order. She emphasized the importance of evaluating trade statistics, attending events related to international trade and getting listed on regional directories / catalogues for success in Exports. Further, Ms. Prathiba introduced the NavaTies app which is a simple one point solution for success in global exports. This app features various activities related to marketing support, registration, certification, logistics / transportation, among others.

In his opening remarks, **Mr. Cyril Desouza, Assistant Director - Trade Promotion World Trade Center Goa** elaborated on the main objective of the seminar and hoped that it would be of great benefit for women entrepreneurs who are seeking to conquer the world market.

Ms. Sonia Rocha, Officer, World Trade Center Goa proposed vote of thanks.

The Seminar was held on April 28, 2022 at EDC House, Panaji - Goa.

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