

Export Opportunities for SMEs in the Developing Countries (EOSME)

Programme Director: Dr.K.Visweswara Reddy

A. Name of the Institute	National Institute for Micro, Small and Medium Enterprises (ni-msme) (An Organisation of Ministry of MSME, GoI and ISO 9001-2015 Certified)
B. Name/title of the Course	Export Opportunities for SMEs in the Developing Countries (EOSME)
C. Proposed Dates and Duration of the Course in weeks / months	From 3-21 July 2022 3 Weeks
D. Eligibility Criteria for Participants 1. Educational Qualification 2. Work Experience 3. Age Limit	Employees of Government/Public Sector/ Trade Bodies and Export Promotion Councils Graduation with 3 Years' experience Or Diploma with 5 Years' experience Or Certificate with 7 Years' experience Age: 21 - 50 years
E. Aims & Objectives of the Course	<u>AIM</u> Stronger participation by SMEs in global markets creates opportunities to scale up, accelerate innovation, facilitate spill-overs of technology and managerial know-how, broaden and deepen the skillset, and enhance productivity. Global value chains (GVCs) offer new opportunities for SMEs to integrate the global economy, as exporters, suppliers to large firms that export, and importers of competitively priced foreign inputs and technologies. The main aim of administering this course to the Developing countries is to impart policy approaches that have proven successful to strengthen SMEs' participation in international trade <u>OBJECTIVES:</u> <ul style="list-style-type: none">• To achieve sustainable economic growth and employment in Developing Countries through SME participation in international trade.

	<ul style="list-style-type: none"> • Develop skills among SMEs in the nitty gritty of international trade. • To disseminate the policy initiatives of the developing countries for the promotion of foreign trade. • To ascertain the potentiality of SMEs and to link them to a nation's larger developmental vision encompassing export strategy and poverty reduction. • To understand the WTO Agreement. This has created a framework for a more open global trading system, which has implications for SMEs.
<p>F. Details of Content of the Course <i>(please attached detailed course profile)</i></p>	<p><u>CONTENTS</u></p> <p>Module -1: Understanding the International trade frame work.</p> <p>Module -2: Marketing plan for SME Exports</p> <p>Module -3: Export – Import Logistics</p> <p>Module -4: Export Finance</p> <p>Module -5: Insurance and Risk Management</p> <p>Module -7: Improving the Competitiveness of SMEs in developing countries</p> <p>Module -8: WTO implications on SMEs</p> <p>Module -9: SMEs Exports Through Virtual Market Places.</p> <p>Module – 10: Product, Market and Buyer Selection</p>
<p>G: Expected Outcomes</p>	<p>The Participant will be able understand</p> <ol style="list-style-type: none"> 1. The International Trade Policies for promotion of SME Exports 2. Overview and role of International Bodies 3. Documentation Procedures & Logistics 4. Role of MSMEs in Trade Promotion
<p>H. Mode of Evaluation of Performance of the ITEC Participant</p>	<p>Periodical evaluation of the participants through assignments, quizzes, pre & post assessment on Likert Scale. Assessment of application of the knowledge through preparation of Project report.</p>
<p>I: Mode of Training</p>	<p>Preferably Offline and can be converted to Online depending on the situation</p>