

प्रारंभ PRARAMBH

An Export Import Trade Magazine



**SUPER ELECTION YEAR
2024**



Forward

In 2024, the world is experiencing one of its most significant Election Years, with reports indicating that 64 countries are scheduled to hold elections. This marks a pivotal moment in global history as nations democratically determine the policies that will shape the coming years.

Against a backdrop of crisis and distress, the world is forging ahead, ushering in new governments, policies, and potential shifts in trade dynamics. However, challenges persist, such as the prolonged Israel-Hamas conflict and collateral attacks by Yemeni Houthis on commercial vessels in the Suez Canal.

These incidents are impacting global trade, with increased freight charges and insurance costs raising concerns for vessels passing through the Arabian Sea to the Mediterranean Sea. Additionally, escalating sanctions on Russia, China, and Saudi Arabia are prompting a shift towards non-dollar foreign trade, further complicating geopolitical dynamics.

The ongoing conflict between Russia and Ukraine continues to reverberate, affecting food supplies and fostering de-dollarization movements, contributing to uncertainty among EU, USA, and NATO policies.

Despite these challenges, India remains resilient, making strides in infrastructure development, poverty reduction, and other key areas. With significant achievements such as the introduction of the first underwater metro and the construction of the world's largest grain storages, India emerges as a land of opportunities, hope, and growth.

As India gears up for its own elections, the world's largest democracy anticipates potential changes in geopolitics and foreign trade policies that may shape its future post-2024.

Regards

Editor, Prarambh

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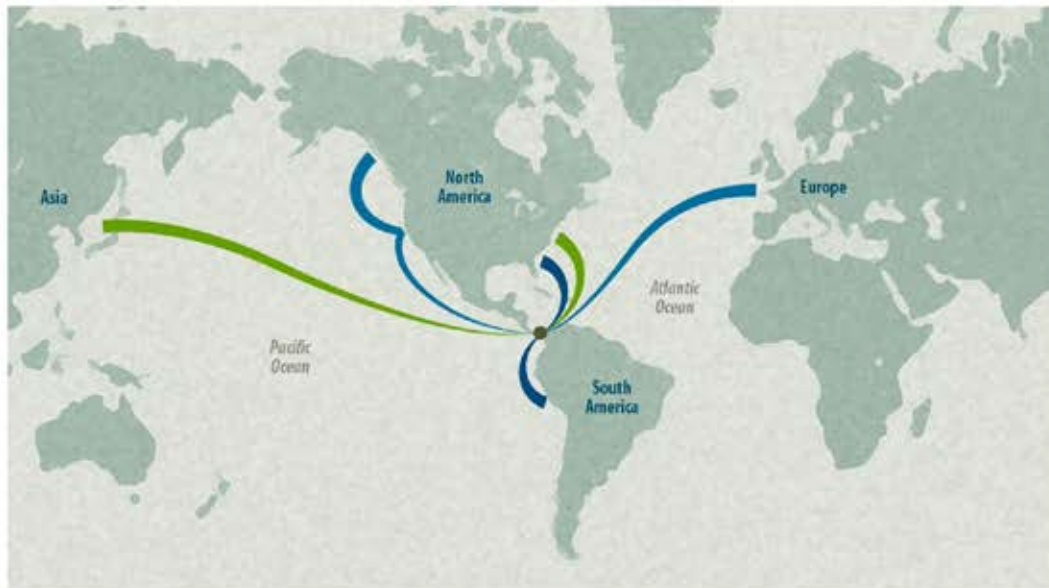
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Shallow and Depthless – The Panama Canal

The Panama Canal holds immense significance for various reasons, impacting global trade, economies, and even the environment.



Importance of the Panama Canal

Facilitating Global Trade : The canal acts as a shortcut, connecting the Atlantic and Pacific Oceans, saving ships thousands of nautical miles compared to navigating around South America. This significantly reduces travel time and costs, facilitating efficient global trade.

Economic Impact : The canal serves as a major revenue source for Panama, generating income through tolls and attracting businesses to its surrounding areas. It also supports numerous industries worldwide that rely on efficient transportation of goods.

International Importance : About 5% of global trade and 40% of US container traffic pass through the canal, making it a vital link in international supply chains. Disruptions at the canal can have cascading effects on various economies worldwide.

Environmental Considerations : Compared to navigating around South America, using the canal leads to significantly lower fuel consumption by ships, translating to reduced greenhouse gas emissions and a smaller environmental footprint.

The Panama Canal is not just a waterway but a crucial artery connecting economies, facilitating trade, and impacting the global landscape. Its importance transcends geographical boundaries and underscores the interconnectedness of trade, environment, and international relations.

The Panama Canal, a vital lifeline for global trade, has been facing a critical challenge in recent years – drought. Reasons for less water, less rain, and the drought for three consecutive years in the Panama Canal are more human than natural.

- **Reduced rainfall** in the Panama Canal.
- El Niño events, characterized by warmer sea surface temperatures, are associated with **decreased rainfall** in Panama, resulting in drought conditions.
- **Deforestation** in the Panamanian watershed contributes to the drought.
- The **growing population** and increased water demand for various sectors like agriculture and urban development put further pressure on the already limited water resources.

In conclusion, the Panama Canal drought serves as a stark reminder of the interconnectedness of global trade and its vulnerability to unforeseen challenges. The cascading effects on freight charges, supply chains, and the broader economy highlight the need for proactive measures to ensure the continued smooth operation of this vital waterway.

All we need is a perfect balance of the above challenges to overcome the drought for sustainability of our Trade Routes.



Dipak Sudhir Manohar

Super Election Year – 2024

This year, 2024, is the biggest Election Year in the world. Reportedly 64 countries shall go through elections in 2024. This year is a remarkable time in the world history where countries will decide through their elected governments the policies shaping the next few years. The world amidst the crisis and distress is braving towards new governments, policies and trade.



Countries going in for Election in 2024



Courtesy : Visual Capitalist

We shall see in the current year, global "election supercycle" with crucial leadership changes in several major economies.

Navigating the Shifting Tides through Opportunities :

Despite the potential challenges, 2024 also presents opportunities for international trade:

Emerging markets : Developing economies like India, Brazil, and South Africa are expected to play a more significant role in global trade, offering new markets for businesses.

Focus on diversification : Businesses may diversify their supply chains and trading partners to mitigate risks associated with political instability in any single region.

Multilateral trade agreements : Existing trade agreements, like the World Trade Organization (WTO), could offer frameworks for resolving disputes and promoting a rules-based international trading system.

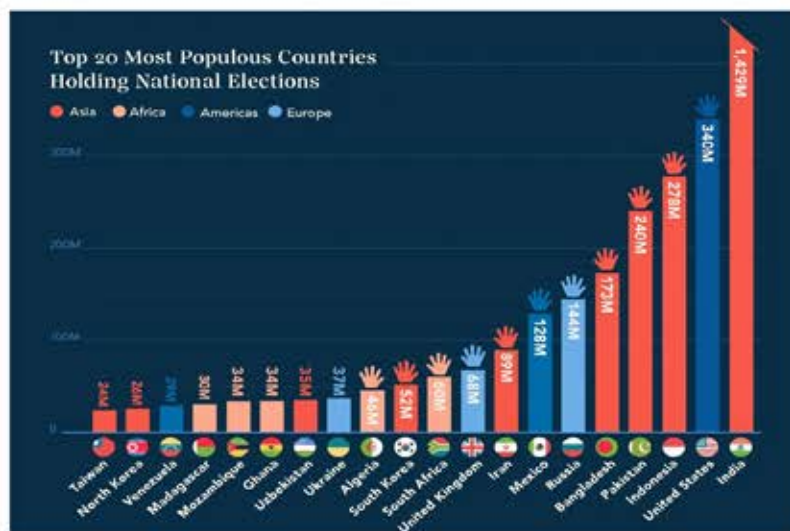
The ideologies of new governments : Whether new leaders prioritize free trade or protectionism will significantly shape trade policies.

The outcome of ongoing geopolitical tensions : The ongoing war in Ukraine and other global conflicts can create trade disruptions and economic instability.

Keeping the fingers crossed for more better times with active and friendly geo-politics, sustainable economic conditions and warm foreign Trade Agreements for conducive international trade.

Let us also be prepared for the challenges when the approximately 2 billion people will vote the fates of their country and the global trade at large.

Watch out for the Most Populous Countries holding National Elections.



Trupti Shah
Trupti Shah

Food Certifications in India are plenty, especially if you are in the business of manufacturing food items or exporting. While getting a food certification wasn't a widespread practice in the past, it is fast becoming one of the most reliable ways to ensure that your food business indulges in best hygiene practices, takes care of food safety, builds goodwill, and enjoys multiple legal benefits. More importantly, food certifications are a foolproof way to win buyers' trust.

Below is the list with a brief explanation on certificates required for Agricultural products, foodstuff, and processed food.

*Important Note: This list here is not exhaustive. Please check for the importing norms of the target country.

- **International Organization of Standardization 22000**

This is a common credential for organizations that manage food processes that involve packing ingredients, equipment and cleaning agents.

- **Hazard Analysis and Critical Control Points – HACCP**

HACCP makes sure that no unsafe foods enter organizations, making it an essential certification for restaurants and food-related businesses. This decreases the risk of people consuming contaminated foods. HACCP also shows an organization's dedication to food safety.

- **Good Manufacturing Practice – GMP**

Companies that have GMP certificates demonstrate food safety through rigorous, routine procedures. For example, the GMP certification shows that organizations reduce food safety risks concerning processing, packing and shipping food and beverages. To do this, GMP standards focus on sanitization and equipment handling.

- **Food Safety System Certification 22000 – FSSC**

The FSSC 22000 has an emphasis on identifying and defining hazards within food and beverage organizations. With this information, businesses further reduce safety risks by controlling hazards

- **Safe Quality Food**

The Safe Quality Food (SQF) certification ensures the dedication of organizations to food safety excellence

- **British Retail Consortium Global Standards**

it encompasses food storage and distribution, along with packaging and shipping products. If a business earns this certification, they may receive international recognition because BRCGS is in many countries.

- **Good Hygiene Practices – GHP**

Under Good Hygiene Practices or GHP, hotels and restaurants are required to ensure that a fair level of sanitary and hygiene processes are being practiced. This helps in making sure that the food that is being served is safe and ideal for human consumption.

- **ISO 9001**

ISO 9001 is an internationally recognized **Quality Management System (QMS) standard**. It is a world leader in SGC, surpassing one million certificates worldwide.

This standard is applicable to any organization, regardless of its size, sector or activity or geographic location. By focusing on **processes and customer satisfaction** rather than procedures, it is equally applicable to both service providers and

Thanks to this norm, a series of principles are transmitted as :

- Commitment to its shareholders
- Good reputation in terms of the organization
- Customer-oriented management
- Competitive advantage

- **BRC Global Standard for Food Safety**

BRC Global Standard for Food Safety is a certification standard that includes the requirements of an HACCP (Hazard Analysis and Critical Control) system in accordance to the Codex Alimentarius. This standard also covers a **documented quality management system**, as well as the control of requirements of the environmental conditions of the facilities, products, processes and personnel.

BRC enjoys **international recognition**, and was developed with the aim of helping distributors comply with the legal obligations of food safety and guarantee the highest level of protection for the consumer.

- **IFS (International Featured Standards)**

IFS Food was created with the aim of obtaining a **common quality and food safety standard**. In this way, food manufacturers or food packaging companies are audited to optimize resources and guarantee transparency throughout the food preparation process. Both IFS and the BRC certification are **essential for food suppliers in the food distribution sector**.

This standard allows access to the food markets of the **United Kingdom, Germany, France and Italy**.

- **Good Agricultural Practices – GLOBAL GAP**

GLOBAL GAP is a private organization responsible for establishing a series of **voluntary standards with which you can certify products from the primary sector**. These standards cover the entire production process of the product.

Some of the benefits of obtaining this certificate is that it shows customers (distributors, intermediaries, importers) that **the products are made based on good agricultural practices**, which also inspires confidence in consumers and guarantees access to other markets.

- **HALAL**

Halal certification is a process of quality assurance applied to foods, products and services that follow the Halal Regulations.



This certification, which is granted by the Halal Institute, guarantees that the products do not include or contain in their composition anything that is considered illegal by Islamic law, and that these are prepared, processed, transported and stored using means that are exempt from any element prohibited by said law. In addition, it guarantees that the products have not been in direct contact with other foods that do not meet these requirements.

- **KOSHER**

Kosher certification proves that the products obtained **respect the precepts of the Jewish religion**, and therefore are considered pure and **fit to be ingested by practitioners of that religion**. It covers everything from the composition and ingredients of the product to the production process, paying special attention to the preparation and cleaning of the machinery used in the preparation.



Kosher certification is a **tool for differentiation and competitive positioning at an international level** in a market characterized by constant growth. This certification is important to promote the export of food products to countries where an important Jewish community is processed or living.

- **NON-GMO**

This certificate guarantees that the ingredients of the product to be analyzed **are not genetically modified, that is, they are not GMO (Genetically Modified Organisms)**.

The norm around this certification ranges from the seed through to the process of growth and harvest, transport, collection, storage and processing in the market channel. The companies in charge of issuing the certification can **certify independently of the quality management systems**. The certification also includes verification of the legal requirements related to the labeling and monitoring of GMO.

These are **the most important certificates of the food industry**, which serve as a tool to ensure a good quality management system and that the information reaches the final consumer in a transparent manner.

Food Certifications in India

● AGMARK

Offered by the Ministry of Agricultural & Farmers Welfare, AGMARK is a certification mark that is given approval by the Directorate of Marketing and Inspection. AGMARK registration is mandatory for Blended Edible Vegetable Oils and Fat Spread certification under AGMARK is mandatory as per provisions in The Food Safety and Standards Act and regulations, 2006.



The applicant must mandatorily have either the approval of the applicable laboratory for the Grading and Marking of the agricultural product or should own their own laboratory that is approved by the authorised personnel. Agmark is important-

- Sense of surety that your agricultural products are in compliance with the law.
- Agricultural products can be exported to other countries.
- Businesses that sell AGMARK-certified items can take advantage of a variety of government programs and subsidies.

● FSSAI

The Food Safety and Standards Authority of India (FSSAI) is an independent government agency that was established in 2008 in accordance with the provisions of the Food Safety and Standards Act of



This organization's major goal is to regulate and monitor the quality of India's food industry in order to ensure the safety of food consumed in the country. It verifies and establishes a baseline or standard for all food items, ensuring that they are hygienic and safe to consume. FSSAI is important for :

- FSSAI Registration helps you to legally follow the government's rules and regulations.
- By obtaining an FSSAI Registration Certificate, you may create confidence and credibility in the industry.
- When you export food items, having the FSSAI logo on them helps your business earn the trust from overseas buyers.

- **Organic Certification**

This is for the food produced organically. Jaivik Bharat issues a certificate under APEDA.

Organic foods are products of holistic agricultural practices focusing on bio-diversity, soil health, chemical free inputs etc. with an environmentally and socially responsible approach that have been produced in accordance with organic production standards.

People are wary to purchase organic food due to lack of confidence about its genuineness. The problem of fraud and mis-labelling occurs when a Food Business Operator (FBO) marks a product as organic while it contains non-organic ingredients or where the organic production standards are not adhered to in the production process. Therefore, it becomes important to check if the food labelled as "organic" is genuinely organic. The Food Safety and Standards (Organic Foods) Regulations, 2017 are based on the standards of National Programme for Organic Production (NPOP) and Participatory Guarantee System (PGS-India). The customer will be assured of the genuineness after the Regulations are notified.



- **BIS**

Offered by the Ministry of Consumer Affairs, Food & Public Distribution the Bureau of Indian Standards or BIS offers quality certifications for food items including but not limited to Food Colours, Food Additives, Vanaspati, Milk Powder, Condensed Milk and various packing containers.

These are the major certificates used in domestic and international markets. Discuss with the buyer for his requirements according to his country's importing norms.

State of India – Madhya Pradesh

- Madhya Pradesh literally means "Central Province", and is located in the geographic heart of India.
- The state straddles the Narmada River, which runs east and west.
- M.P. is the 10th State of India.
- The state is bordered on the west by Gujarat, on the northwest by Rajasthan, on the northeast by Uttar Pradesh, on the east by Chhattisgarh, and on the south by Maharashtra.
- Vindhya and Satpura mountain ranges and the Narmada are the traditional boundaries between the north and south of India.
- The biggest Vegetarian State of India.



M.P. is famous for its ancient archeological sites, forests, wildlife reserves, rivers, scenic beauty, waterfalls and also mythological places including the rock paintings.

Major Agricultural Products of M.P.

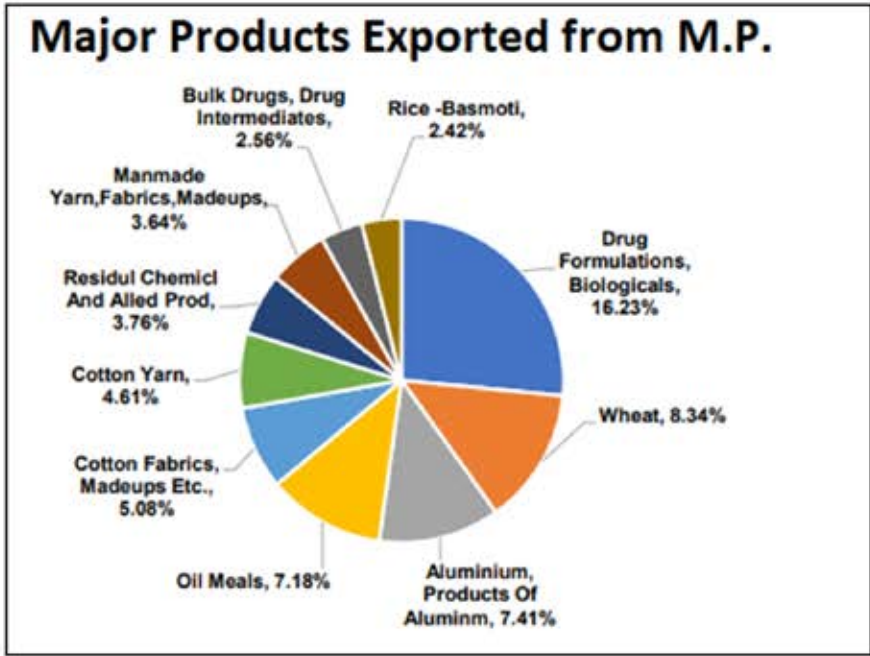
- The State ranks 1st in production of oranges, spices, garlic, ginger, green chilies, coriander & total pulses.
- It ranks 2nd in the production of soyabean, wheat, maize, oilseeds, citrus fruits, & onions and.
- Ranks 3rd in the production of okra, aromatic, medicinal plants and milk.

Chickpea, Wheat, Jowar, Paddy, Soybean, and sugarcane are the major agro products of M.P.

M.P. is very versatile in textile made of silk and cotton. Cotton, Silk, Batik Prints, Nanadana Prints, Bagh Hand Block Prints are famous from M.P.

Major Industries in M.P.

The state is leader in textile manufacturing, automobiles, food processing, engineering, pharmaceutical and agriculture equipment manufacturing.



Ports of Madhya Pradesh

- Madhya Pradesh is a Landlocked State.
- Hence, here we have Inland Container Depots (ICD).
- There are six ICDs in Madhya Pradesh of which are:
 - Pithampur, Khapa (Raipur), Tihi, Mandideep, Dhannad and Malanpur get major traffic from industries of the state.
 - Traffic at other ICDs PowerKheda and Kheda are negligible.
 - The average capacity utilization in ICDs in MP is not more than 50 per cent.
- M.P. also has SEZ Indore.



Pride of M.P.



Chanderi Saree

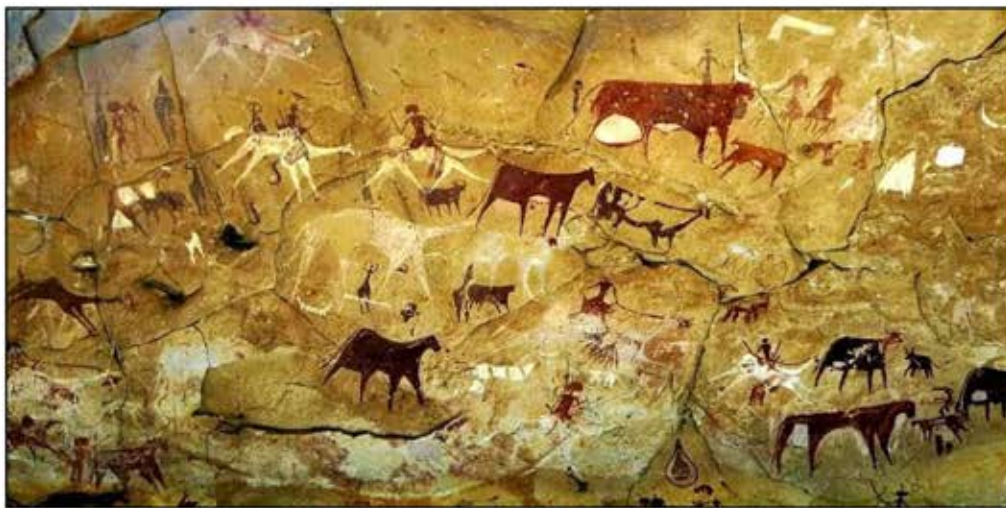


Leather Toys



**Jhabua Kadaknath
Black Chicken Meat**

अतुल्य! भारत Incredible! India



Bhimbetka Cave Paintings

The rock shelters and caves of Bhimbetka have a large number of paintings. Some of the oldest paintings are dated to 10,000 BCE. The colors used are vegetable colours which have endured through time because the drawings were generally made deep inside a niche or on inner walls.

It is a **UNESCO World Heritage Site** that consists of seven hills and over 750 rock shelters distributed over 10 km.

Product – Carpets

- HS Code of 57024230
- Product Carpets, rugs and mats of Handloom HS Code and Indian Harmonized Government Policy –Export Permitted Freely
 - Duty Drawback – 4.0% with upper cap of 141/- per Square meters
 - RoDTEP – 2.7 % on FOB value; Cap is 24.5 per sq.mt (FOB)
 - GST & Other Levies – 12% to 5% (depending up on product)
 - Carpets Export Promotion Council – CEC – www.cepc.co.in



Carpets are textile floor coverings, usually with a layer of fluff. Traditional fluff is made of wool. With the development of industry, most fluff on the market now uses synthetic fibers.

India exports handmade carpets of silk, coir, jute, wool, etc.

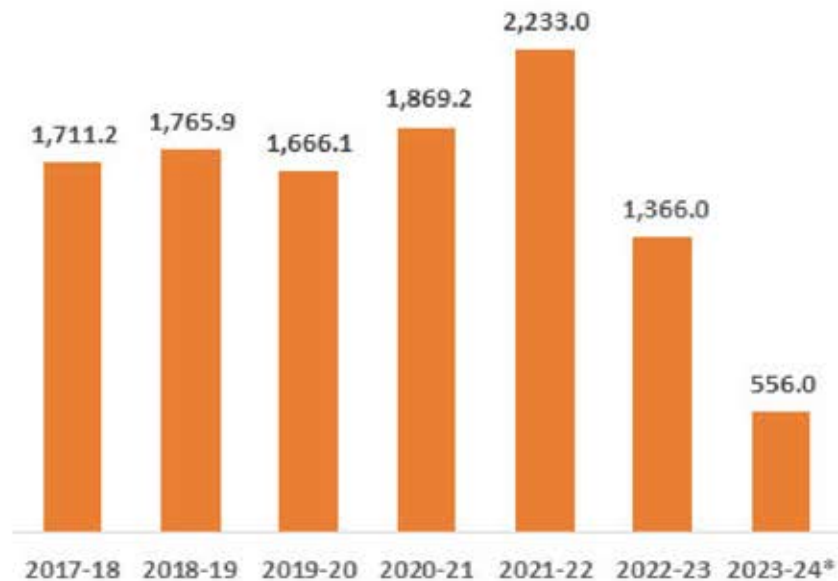
India is ranked first in handmade carpet and other floor coverings production and exports in terms of value and volume. The country produces a wide range of hand-made carpets and other floor coverings in low, medium, and high quality.

The country exports about 85–90% of the total carpets it produces and is the largest exporter in the world.

India is responsible for around 40% of worldwide exports of handmade carpets. India's carpet export in FY23 stood at US\$ 1.36 billion, while in FY22, it reached US\$ 1.79 billion.

During April–August 2023, handmade carpet exports stood at US\$ 537 million.

India's carpet and other floor coverings export (US\$ million)



Source: Department of Commerce & Industry, Textile Export Promotion Council

Note: * Until August 2023

Product Types :

1. Handmade Carpets (for which India is very well-known)
2. Synthetic Floor Covering
3. Wool Carpets
4. Silk Floor Covering
5. Jute Carpets
6. Coir Carpets
7. Cotton / Textile Carpets

Top Importing Countries of Indian Carpets :

- **United States** : The US is the biggest importer of carpets and floor coverings from India, accounting for a significant portion (around 57%) of India's total carpet exports [Indian Trade Portal].
- **Germany** : Germany is another major importer of Indian carpets, with a strong demand for high-quality handmade varieties.
- **United Kingdom** : The UK is a traditional market for Indian carpets, known for its appreciation of intricate designs and craftsmanship.
- **Other Major Importers** : Other significant importers include Australia, South Africa, France, Italy, Brazil, and Canada [Carpet Export Promotion Council].

Factors Driving Carpet Imports from India :

- **Rich Heritage and Craftsmanship** : India's long tradition of carpet weaving and the skill of its artisans are well-regarded globally.
- **Variety of Options** : India offers a diverse range of carpets, from luxurious hand-knotted masterpieces to affordable hand-tufted and flat-woven varieties.
- **Competitive Prices** : Compared to some other major carpet-producing countries, India can offer competitive prices, especially for handmade carpets.
- **Focus on Design and Quality** : Indian carpet exporters are increasingly focusing on contemporary designs and maintaining high-quality standards to cater to international preferences

Did You Know ?

Bangladesh has the highest number of rivers (about 700) and is known as the 'land of rivers'. Some major Rivers of Bangladesh are: Brahmaputra, Ganges, Suma, Atrai, Raidak, Mahananda, Teesta, Karnaphuli, Meghna and Bangshi among others.

Types of Construction of Carpets :

All three types of pile construction are used in carpets made in India:

- **Cut Pile :** This is a popular type of carpet construction in India, known for its soft and luxurious feel. Indian artisans create beautiful cut-pile carpets with intricate designs.
- **Loop Pile :** Loop pile carpets are known for their durability and are often used in high-traffic areas. While not as common as cut pile, some Indian carpets utilize loop pile construction.
- **Combination Cut and Loop Pile :** This is a versatile technique that combines the softness of cut pile with the durability of loop pile. Indian carpets often incorporate this technique to create textured designs and add visual interest.
In India, the below carpets
- **Hand-knotted carpets :** These luxurious carpets are typically made with a cut pile construction, showcasing intricate designs.
- **Hand-tufted carpets :** These more affordable alternatives to hand-knotted carpets can be made with either cut pile, loop pile, or a combination of both.
- **Dhurries :** These flat-woven carpets typically have a loop pile construction, making them durable and easy to maintain.
- **Kilims :** Similar to dhurries, kilims are flat-woven carpets that can feature loop pile construction or a combination of loop and cut pile to create geometric patterns. The specific type of pile construction used in an Indian carpet will depend on the desired look, function, and price point.

Did You Know ?

Majuli (a non-coastal landmass between two banks of a river), located in the Brahmaputra River in Assam, India, is recognised by Guinness World Records as the world's largest inhabited riverine island, at 880 square kilometres.

Indian State Producing Carpets

India's carpet production for export is not concentrated in a single state. It's a geographically diverse industry spread across several states :

There are several towns renowned for their excellence in carpet weaving across various regions of India. Here are a few prominent examples :

- **Kashmir** : The Kashmir region, particularly Srinagar, is world-famous for its hand-knotted Kashmiri carpets. Known for their intricate floral designs, use of fine quality wool, and the "Taleem" weaving technique, these carpets are considered a mark of luxury.
- **Bhadohi (Uttar Pradesh)** : Bhadohi is a major center for hand-woven carpets in India. These carpets are known for their Persian-inspired designs and use of high-quality wool and silk.
- **Mirzapur (Uttar Pradesh)** : Another significant carpet weaving center in Uttar Pradesh, Mirzapur is known for its wide variety of carpets, including hand-knotted, hand-tufted, and dhurries.
- **Jaipur (Rajasthan)** : Jaipur boasts a rich heritage of carpet weaving. The city is known for its colorful and intricately designed carpets, often featuring geometric patterns and traditional motifs.
- **Agra (Uttar Pradesh)** : While Agra is primarily known for the Taj Mahal, it also has a thriving carpet industry. Agra carpets are known for their use of both wool and silk, and often feature Mughal-inspired designs.
- **Warangal (Telangana)** : Warangal in Telangana is famous for its handwoven carpets known as "Warangal durries." These flat-woven carpets are known for their vibrant colors, geometric patterns, and use of cotton.

Quality Parameters :

The quality of Indian carpets for export is determined by a combination of factors that cater to both aesthetic appeal and practical considerations for international buyers.

Quality carpets use tufts that are constructed from two or three plies of yarn that are tightly twisted together and heat-treated to prevent unraveling. The tighter and denser the tufts, the better the performance of the carpet.

Materials :

- **Fiber :** High-quality Indian carpets use natural fibers like wool (especially good quality imported wool), silk, and cotton. The fiber type significantly impacts the carpet's softness, durability, and luster.
- **Dyes :** Export-quality carpets often use natural dyes for their vibrant colors and superior lightfastness, ensuring the colors won't fade easily.
Construction:
- **Knot Count :** This refers to the number of knots per square inch. Generally, a higher knot count indicates a more intricate design and a denser, more durable carpet.
- **Weaving Technique :** Traditional and meticulous weaving techniques, passed down through generations of artisans, ensure a strong and long-lasting carpet.
- **Finish :** A well-finished carpet will have a smooth, even surface with no loose threads or uneven trimming.
- **Thickness**

Design and Aesthetics :

- **Pattern Clarity :** Export-quality carpets should have clear and well-defined patterns, free from smudging or blurring.
- **Color Harmony :** Visually appealing color combinations that complement each other are essential.
- **Design Originality :** Unique and intricate designs, or faithful reproductions of traditional Indian motifs, add value to the carpet.

Additional Considerations :

- **Compliance with Standards :** Indian carpets for export may need to meet specific quality and safety standards set by the importing country.
- **Ethical Sourcing :** International buyers are increasingly concerned with ethical sourcing practices. This includes ensuring fair wages for artisans and responsible use of materials.

Certifications Required :

- **ISO 9001** : This is a widely recognized standard for quality management systems. Earning ISO 9001 certification demonstrates that a manufacturer has a systematic approach to ensuring consistent quality in their carpets
- **Environmental Certifications** : Certifications like ISO 14001 for environmental management or certifications related to sustainable practices using recycled materials can be valuable for eco-conscious buyers [Sustainable Carpet Certification - SCS Global Services].
- **Safety Certifications** : Depending on the importing country's regulations, carpets might require certifications related to flammability resistance or low chemical emissions for indoor air quality.
- **GI Certification (Geographical Indication)** : For carpets originating from specific regions of India known for their unique characteristics, a GI tag signifies authenticity and adherence to traditional production methods

India boasts a massive global reach when it comes to exporting carpets. Here's a breakdown of the major countries that import carpets from India :

Pricing and Margin :

- Pricing depends upon the Square meter that is the size of the carpet.
- Pricing also depends upon the weave, eco-friendly materials like cotton, Jute etc.
- Higher prices for fully handmade and hand knotted floor carpets.
- Special pricing for Kashmiri Carpets that are made of wool.
- Bhadohi carpets are highly priced as the designs are unique and more on to the Persian styles.

Margins can be calculated based on the workmanship, number of man-hours, cost of natural dyes and fibres.

From 30% to 300% and more margins are "seen" in this industry, depending on size, design, fiber, knot, and weave.

G.I. Recognized Carpets

While India is a major carpet exporter, only a select few regions have been granted G.I. status for their carpets. These regions are known for their distinct weaving techniques, materials, and design patterns.

Kashmir : Kashmiri hand-knotted carpets are renowned for their intricate designs, use of fine quality wool, and unique "Taleem" weaving technique.

Bhadohi : Bhadohi carpets from Uttar Pradesh are known for their Persian-inspired designs and use of high-quality wool and silk.



Kashmiri Carpet



Bhadohi Carpet

Did You Know ?

The Gambia is a country without mountains. Most of the country is mangrove swamp, floodplain, or a coastal beach, and approximately one third of the land is used for agricultural purposes.

Country – South Korea

Republic of Korea (ROK)



Capital –	Seoul
Language –	Korean and Korean Sign Language
Time Zone –	Seoul is 3.30 hours ahead of India
Largest Cities –	Seoul, Busan, Incheon, Daegu
Currency -	South Korean Won (KRW)
Indian Population-	24,414
	12 th Largest Economy of the World.

- South Korea or ROK is a peninsular region in East Asia.
- The peninsula is bordered by China to the north and Russia to the northeast, across the Amnok and Duman rivers. It is separated from Japan to the southeast by the Korea Strait.
- Separated as South & North Korea in 1945, it has been divided at or near the 38th parallel, now known as the Korean Demilitarized Zone.
- South Korea is a regional power and a developed country, with its economy being ranked as the world's thirteenth-largest by nominal GDP.
- Korean armed forces are ranked as one of the world's strongest militaries, with the world's second-largest standing army by military and paramilitary personnel.

- There are about 24,414 Indian residing in South Korea.
- The country is the world's ninth-largest exporter and ninth-largest importer.
- Its armed forces are ranked as one of the world's strongest militaries, with the world's second-largest standing army by military and paramilitary personnel.
- In the 21st century, South Korea has been renowned for its globally influential pop culture, particularly in music, TV dramas, cinema, manhwa, and cuisine, a phenomenon referred to as the Korean Wave.
- Within just one generation South Korea has developed from an Agricultural Country to Industrial country.
- It is a member of the OECD's Development Assistance Committee, the G20, the IPEF, and the Paris Club.

Major Agricultural Products

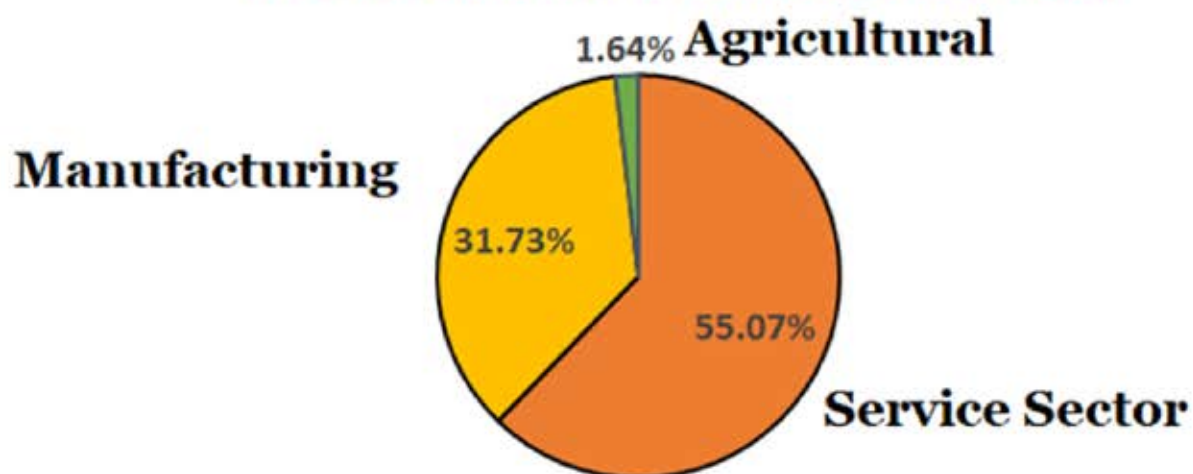
- Grains. Main crop is Rice.
- Barley, Soyabean, Maize
- Milk
- Chicken and Eggs
- Meat, Beef and Pork
- Fish

Major Industries in S. Korea

- Electronics
- Automobiles
- Telecommunication
- Ship Building
- Chemicals
- Steel

South Korea's Trading Partners	
For Import	For Export
China	China
USA	USA
Vietnam	Japan
Japan	Australia
Hong Kong	Saudi Arabia

Contribution to S. Korea's GDP



Top products traded between India and South Korea

Exports from India	Imports to India
Mineral Fuels	Integrated Circuits
Organic Chemicals	Electrical Machinery
Raw Aluminium	Special Purpose Ships
Raw Lead	Plastics
Ferroalloys	Motorvehicle Parts and Accessories
Wheat	Hot Rolled Iron
Nitrogen Heterocyclic Compounds	Flat Rolled Iron
Motorvehicle Parts & Access.	Coated Iron
Food Residues, waste & animal fodder	Raw Zinc
Non-retail Pure Cotton Yarn	Ethylene Polymers
Sythetic Coloring matter	Polyacetals

India is a Trade Deficit with South Korea

- India Exports to South Korea 2.01 billion USD
- South Korea Exports to India 1.53 billion USD
- India's weaker export performance include higher tariffs in India and lower tariffs in its FTA partner Country.

Free Trade Agreement between India and S. Korea

CEPA, Comprehensive Economic Partnership Agreement came into effect on 1st January 2010, between South Korea and India. It commits both countries to lower or eliminate import tariffs on a wide range of goods, over the next 10 years and expand opportunities for investments and exchanging services.



MAJOR PORTS OF SOUTH KOREA

1. Busan
2. Masan
3. Gunsan
4. Incheon
5. Donghae

Major International Airports are :

- Seoul
- Gimpo
- Incheon and others

Business :

- Korea International Trade Association – www.kita.org
- Korea Trade Investment Promotion Agency KOTRA www.kotra.or.kr
- The Korea Chamber of Commerce and Industry
www.english.korcham.net



Exporter of the Month – Vivekananda N.

Vivekanand's entrepreneurial journey is truly inspiring, showcasing his versatility, adaptability, and commitment to delivering quality products to his buyers. His background as a gemologist from the University of California adds another layer of expertise to his entrepreneurial endeavors, demonstrating his diverse skill set.



Vivekananda N.

His willingness to explore various industries and products, from Gold & Diamond Jewelry to Bicycle Tire tubes, Chilli powder and chili flakes, coconut charcoal, and furniture, reflects his openness to opportunity and his ability to identify market demand across different sectors. He exports to the Middle East, the USA, Latin American countries, South east Asian countries and more.

What sets Vivekanand apart is his unique strategy of tailoring his exports to meet the specific needs of his buyers. This customer-centric approach, coupled with his promptness in product research, supplier identification, and delivery, underscores his dedication to building trust and ensuring satisfaction among his clientele.

By prioritizing quality, reliability, and customer satisfaction, Vivekanand has established himself as a dependable exporter who consistently delivers on his promises. His relentless pursuit of excellence and his willingness to go the extra mile for his customers have undoubtedly contributed to his success in the export industry.

Vivekanand's story serves as a testament to the power of innovation, adaptability, and a customer-focused mindset in the world of entrepreneurship. His relentless pursuit of excellence and his commitment to building trust with his buyers have undoubtedly played a significant role in his journey as a first-generation exporter.

iiiEM is proud of you.

We wish you the Best, Vivekananda.

International Trade Fairs

The most effective way to find genuine buyers & suppliers for Export Import Industry.

Visiting International Trade Fairs is beneficial in various ways :

- Participation in overseas trade fairs increases buyer finding for exports.
- Trade fairs are a unique way to build trust and confidence.
- Trade Fairs bring the entire marketplace in a centralized way.
- Exhibitions provide a unique networking platform to both Indian and foreign
- participants.

International Trade Fairs - Outside India				
Exhibition	Industries	City	Country	2024
Food & Pack	Food, Beverage and FoodPack Tech	Accra	Ghana	19 - 21 March
Fashion Access	Fashion Exhibition	Hong Kong	Hong Kong	19 - 21 March
ANPIC	Leather Goods, Shoes, Machinery Products	Leon	Mexico	24 - 26 April
ANUGA Select Brazil	Food and Beverage	Sao Paulo	Brazil	9 - 11 April
Halal Expo	Halal Lifestyle	Toronto	Canada	8 - 9 May
Poultry & Livestock	Poultry & Livestock	Dhaka	Bangladesh	9 - 11 May
Optatec Show 2024	Home, Office and School Supplies, Machinery	Frankfurt	Germany	14 - 16 May
PlastPrintPack 2024	Plastic, Printing, Rubber, Packaging etc Products	Addis Ababa	Ethiopia	16 - 18 May
Saudi Food Show	Fresh & Processed Food & Beverages	Riyadh	Saudi Arabia	21 - 23 May
Mega Ceramic Nigeria 2024	Ceramics and sanitary ware, Kitechware etc	Lagos	Nigeria	21 - 23 May
HomeTex	Textile, Fibre, Fabric, etc	Istanbul	Turkiye	21 - 25 May
Saudi Food Show	Fresh & Processed Food & Beverages	Riyadh	Saudi Arabia	21 - 23 May
Mega Ceramic Nigeria 2024	Ceramics and sanitary ware, Kitechware etc	Lagos	Nigeria	21 - 23 May
HomeTex	Textile, Fibre, Fabric, etc	Istanbul	Turkiye	21 - 25 May
Thaifex	Fresh & Processed Food & Beverages	Pak Kret	Thailand	28 - 31 May
Glass South America	Glass technology and Design	Sao Paulo	Brazil	12 - 15 June
Natural Tech	Natural Products	Sao Paulo	Brazil	12 - 15 June
Aluminium China	Industrial Engineering	Shanghai	China	3 - 5 Jul
CTW Kenya	Building & Constructions and Business Services	Nairobi	Kenya	9 - 11 Jul
HimTex	Hyderabad Machines Tools & Engineering Expo	Hyderabad	India	16 - 19 Aug
Anuga FoodTec 2024	Food Industry, Food Processing, Beverages etc	Mumbai	India	28 - 30 Aug
Agri Asia	Agri and food Expo	Gandhinagar	India	20 - 22 Aug
Dairy	Dairy, LiveStock & Poultry Asia	Gandhinagar	India	20 - 22 Aug
Electronica India	Electronics material, Componenets and Processing	Naida	India	18 - 20 Sept
Rajkot Machine Tools	Machine Tools, Automation & Automotive Tech.	Rajkot	India	25 - 28 Sept
SIAL France	Fresh & Processed Food & Beverages	Paris	France	20 - 23 Oct

*Kindly check details before planning a visit.

Source: www.10times.com; www.tradefairdates.com



iiEM

Wishes a

HAPPY HOLI

Awareness Campaigns – Seminars



Bhavnagar



Indore



Ahmedabad



Delhi



Anand



Surat



Rajkot



Vadodara



Varachha - Surat

Pragati – Ahmedabad



Batch Launch in Various Cities



Surat



Delhi



Pune



Ahmedabad



Nagpur



Indore



Rajkot



Kolkata



Vadodara



GUIDING LIGHT



Mr. Anshul Agrawal

Mr. Anshul Agrawal.

As a business coach specializing in export-import and a dedicated faculty member, Mr. Anshul Agrawal embodies a unique blend of expertise and passion for guiding individuals towards success in the dynamic world of international trade. With a deep understanding of global markets, trade regulations, and business strategies, he empowers aspiring entrepreneurs and professionals to navigate the complexities of cross-border commerce with confidence and proficiency.

Through his coaching, Mr. Agrawal instills strategic thinking, problem-solving skills, and a results-driven mindset in his students, equipping them with the knowledge and tools necessary to thrive in the competitive export-import industry.

As a faculty member, he is committed to fostering a learning environment that inspires curiosity, critical thinking, and continuous growth among his students. By sharing his practical experiences, industry insights, and academic knowledge, he aims to cultivate the next generation of skilled professionals who are poised to excel in the ever-evolving global marketplace.

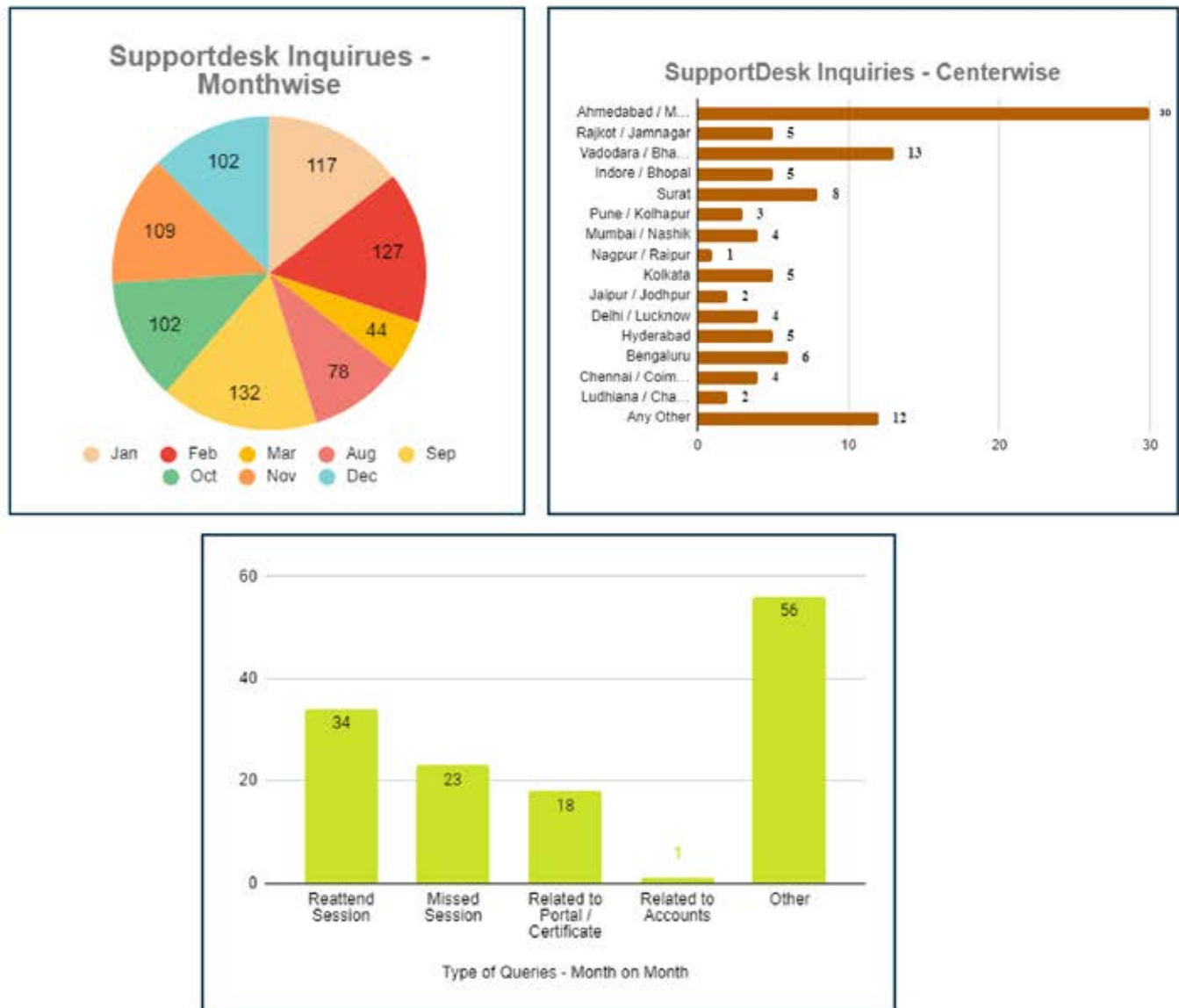
iiiEM is glad to have a mentor like Mr. Agrawal.

iiiEM Support Services Analysis

iiiEM offers a lot of Support Services – Lifetime Free – for the Participants and associates.

We reply, gather, save, compile and analyze the data. This analysis helps us in addressing the students' needs, improving our deliverables and services.

We bring for you here the Analytical reports of the iiiEM Free Lifetime Services for February 2024.



New Initiatives by iiiEM

1. International Trade Tours with iiiEM

- The International Trade Tours as designed by iiiEM, gives an edge to the entire Business experience in a new way. The participants going to visit an International Trade Fair will be advantageous with:

Highlights

- iiiEM Mentor travelling with the group for guidance, support, mentoring for Foreign Trade
- iiiEM tours you to the local markets for business networking
- iiiEM demonstrates communication with the stall owners, suppliers, identifying a buyer,
- How to talk about your product etc.
- iiiEM guides you for a business deal.

Upcoming Trade Tours

- Canton 2024, China - Apr 2024

2. iConnect

Virtual meeting for Export Import related knowledge and queries for students of iiiEM

Alternate Thursdays at 4 PM

3. iiiEM Alumni Groups

Alumni of iiiEM groups on WhatsApp for regular updates on industry news countries, products, Trade Fairs, etc.

4. Website

iiiEM is designing a website exclusively for its registered participants/associates and students.

Please contact : https://bit.ly/iiiEM_iSupport_Registration_Form

5. Pragati – Export Start-Up

iiiEM has an Export Start-up called Project Pragati. This helps a participant of iiiEM to “quick-start” your export business. Project Pragati comes with a business environment, like-minded colleagues, supportive mentors, and focused business activities.

Please contact : https://bit.ly/iiiEM_iSupport_Registration_Form

6. Placements

iiiEM assists students who wish to take up a job in the field of export-import.

Free Registration for Applying for Jobs –

Please contact : https://bit.ly/iiiEM_iSupport_Registration_Form

Did You Know ?

Cappadocia city, Located in Central Turkey, is home to no less than 36 underground cities. This subterranean network of tunnels and rooms include all the institutions and rooms you would find in a regular city: living quarters, stables, churches, storage rooms, refectories, and wineries – and the underground is said to have possibly held more than 20,000 people. And also cave hotels !



January 2024 Quiz to Win

<https://forms.gle/xYMbrcvliYnBq2Q36>



Congratulations



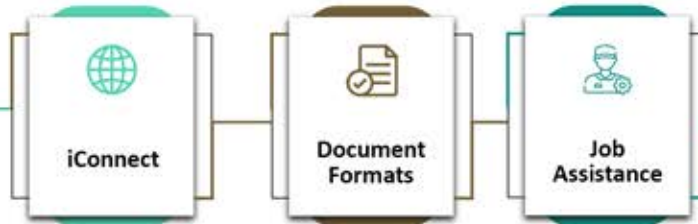
Name : Mr. M H Raju
Location : Hyderabad

BE THE DIFFERENCE



START **EXPORTING**

iiiEM Lifetime Free Support Services



iiiEM PRESENCE

