



CONTACT DETAILS

EXPORT CLINIC

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EXPORT CLINIC

FOR EXPORTERS OF WEST BENGAL

BY



INDIAN INSTITUTE OF FOREIGN TRADE

IN COLLABORATION WITH



WEST BENGAL INDUSTRIAL
DEVELOPMENT CORPORATION LTD.

EXPORTS FROM WEST BENGAL



West Bengal, the 6th largest economy in India, had per capita GSDP of Rs.13,14,529 in FY:2019-20. This could be more however, lack of awareness amongst the potential entrepreneurs regarding the existing export opportunities have been a barrier. Over the years, the growth of foreign export has not been substantial because of lack of proper export process related information to potential entrepreneurs of all districts of the state. Government of West Bengal by setting up the Export Clinic aims that it will disseminate the required export-related information to the export-oriented entrepreneurs and guide them in their business development and international trade.



West Bengal Industrial Development Corporation Ltd. (WBIDC)

WBIDC has been involved in development, growth and facilitation of industry, investment and infrastructure in West Bengal. WBIDC has been conceptualizing, formulating and implementing various schemes for the development, marketing and promotion of West Bengal by catalysing investment in order to fasten economic growth and employment in the various sectors and especially in the industrial and business sector. Hence, to boost exports from state and help the entrepreneurs from every districts it has decided to set up the Export Clinic.

INDIAN INSTITUTE OF FOREIGN TRADE

The Indian Institute of Foreign Trade (IIFT), Deemed to be University, was established in 1963 by the Government of India as an autonomous organisation. IIFT helps to professionalize the country's foreign trade management and increase exports by developing human resources; generating, analysing, disseminating data and research.



Since the inception of Kolkata Campus during 2006, has taken serious initiative to enhance export for the Eastern parts of India, especially West Bengal. IIFT Kolkata has the necessary resources, knowledge and domain expertise and have involved in assisting West Bengal in development & planning particularly in emerging areas of livelihood, MSMEs, entrepreneurship, venturefunds, start-ups and skill development which will help in generating jobs and enhance exports from the state. Over the years it has undertaken activities like researches on the state's Export Potential. It had also been involved in training and handholding officers as well as potential entrepreneurs from different sectors of the state.

Address:

1583 Madurdaha, Chowbagha Road, Kolkata 700107.

Website: [www. iift.edu](http://www.iift.edu)

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The Export Clinic is set-up by the WBIDC, Government of West Bengal, in collaboration with IIFT which plays a vital tool for allowing the export-oriented entrepreneurs of West Bengal to sail through the uncertainties of trade in particular and world macro-economic situation as a whole. This clinic will channelize the West Bengal's entrepreneurs' dream of enterprises development by handholding them with necessary export-oriented information. It is expected to play a critical role in supporting the existing exporters as well as help prospective / budding export-oriented entrepreneurs through assistance counselling and analysing export related queries from them related to domestic and International Trade from the state of West Bengal



Objectives of Export Clinic

- Identify markets for your company's products
- Developing an export plan
- Financing export transactions
- Methods of handling orders and shipments
- Trade fair participation
- Sourcing of input material for exportable product manufacturing
- Locating the freight forwarders
- Letter of credit procedure
- Customs procedure
- Tariff obligation while exporting
- Non-tariff barriers