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We create Exporters & IMPORTERS (WCEI)

By

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Why You Should Learn From **Mr. RAJEEV SAINI**

(International Export Import Trainer and Exporter)



ABOUT Mr. RAJEEV SAINI



15 Years+
Business Experience



10+ Country
Visited



400+ Seminar
& Workshop



Exporter of
Various Products



100K+ Followers on
Social Platform



International
Business Expert

FOUNDER & DIRECTOR OF

International Export-Import Training centre

SPEAKER, TRAINER & LECTURER AT





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What you will Learn/Get

- All Topic video/Live Online/Offline Training
- Practical Training Certificate in Import Export
- 100% Job Assistance
- Approved visits of Port/ICD/Air Cargo
- Unlimited time bound for accessing Videos
- Special focus on finding Buyers

Benefits you get for *“Free in Life Time”*

- Repeat Training
- Helpdesk support
- First 10 Trade support from helpdesk
- Guidance on opening office in abroad
- Assistance for website and Digital marketing
- Latest updates on Export Import
- Copy of all Documents and Study Materials
- Exporter Importer (Buyers) Data

Chapter 1 : Export Management

A. Export Procedure & Documentation

❖ Introduction

- ✚ What is Export Business?
- ✚ Opportunities in Export Import Business
- ✚ Share of India in EXIM Business

❖ Foreign Exchange Rate Mechanism

- ✚ Basic Concepts
- ✚ Direct Quotation Method
- ✚ Spot and Forward rates and
- ✚ Booking of Forward contract for exports. NOSTRO, VOSTRO and LORO A/Cs

❖ How to Select right product

- ✚ Factors needs to be considered during production selection
- ✚ The products which can be exported with small budget
- ✚ Sourcing of products for our export
- ✚ How to optimize product sourcing
- ✚ Which product is best for my export business
- ✚ SWOT analysis for product selection

❖ Procedure

- ✚ How to set up an Export Company, Categories of an Exporter
- ✚ Procedure for obtaining IEC, AD Code, GST and RCMC
- ✚ Various Government Export Promotion bodies i.e. EPC, CB's
- ✚ Export order, Export sales contract, processing and Scrutiny of an Export order
- ✚ Packaging as per IIP
- ✚ How to execute an Export Order
- ✚ Uniform Customs Procedures for Documentary Credits (UCPDC 600)

❖ Documentations

- ✚ Entire export documents, i.e. Principal, Auxiliary and Regulatory set of documents used in export trade and their importance

B. Export Finance & Banking, Exchange Control Regulations:

❖ Customs Clearance of Cargo Meant for Exports

- ✚ Excise clearance procedure
- ✚ Role of CHA (customs house agents)
- ✚ Shipping and customs formalities
- ✚ Marine insurance
- ✚ Find HS Code

❖ Export Costing

- ✚ Costs Concepts: Fixed, Marginal and Variable Costs
- ✚ Export Pricing, Break Even Analysis
- ✚ Export costs, including Freight and Insurance
- ✚ International Commercial Terms (INCOTERMS 2022)
- ✚ Problems faced during export Pricing calculation

❖ How to find Genuine Buyers

- ✚ Country wise Yellow pages
- ✚ Trade fair data application
- ✚ How verify buyers
- ✚ How to verify suppliers
- ✚ How to find good suppliers
- ✚ International Agent
- ✚ Your office in target country
- ✚ B2B Portals registrations
- ✚ Offline buyer finding
- ✚ Visit to your target country
- ✚ How friend and family become buyers
- ✚ Indian Embassy support in finding buyers
- ✚ Your export promotion councils help
- ✚ Trade association directory
- ✚ Port data
- ✚ Social media application for finding buyer
- ✚ How to email to your buyer
- ✚ How to convince your buyer



Become Successful Exporter

❖ Payment Terms

- ✚ import transaction
- ✚ Letter of credit, its contents and types of LC

❖ Exchange Rate Management

- ✚ FEDAI and its Guidelines
- ✚ Exchange Rate Mechanism
- ✚ Derivatives, Hedging, Options etc.

❖ ISO Certification

- ✚ Pre-Requisite to ISO Certification
- ✚ Choosing the type of ISO Certification and ISO certification body
- ✚ Process for ISO Certification
- ✚ Cost Involved and Time Involved in ISO certification process.

❖ FEMA & FERA

- ✚ Introduction to FEMA, Authorized Dealers
- ✚ Current account and Capital account Transactions
- ✚ Rupee convertibility on Current/ Capital account
- ✚ FEMA provisions regarding Exports, EEFC and Diamond Dollar Accounts benefits
- ✚ Foreign Currency accounts for Residents and Non Residents

❖ Communication

- ✚ How to contact with buyer effectively
- ✚ When to call to buyer
- ✚ How to email to buyer
- ✚ How to follow up with buyer
- ✚ Is English mandatory for EXIM Business
- ✚ How to identify fake buyer

❖ Government Benefits

- ✚ RoDTEP (Remission of Duties or Taxes On Export Products) Scheme
- ✚ EPCG (Export Promotion Capital Goods) Scheme
- ✚ Merchandise Exports from India Scheme (MEIS)
- ✚ Duty Draw Back Scheme (DBK)
- ✚ Duty-Free Import Authorisation
- ✚ Market Access Initiative (MAI) Scheme
- ✚ Duty –Free Import Authorisation
- ✚ Export –Oriented Units(EOUs)
- ✚ Advance Authorisation (AA)
- ✚ Software Technology Parks(STPs)
- ✚ Electronic Hardware Technology Parks (EHTPs)
- ✚ Biotechnology Parks (BTPs)
- ✚ Process of claim and settlement
- ✚ Debt Recovery Agencies

❖ Export Finance

- ✚ Pre-shipment and Post shipment Finance/ loans
- ✚ Export Finance in Foreign Currency
- ✚ Scrutiny of Export LC (Letter of Credit) and Negotiation of documents under LC
- ✚ Discrepant documents
- ✚ Role of ECGC(Export credit Guarantee Corporation), Risk Covered by ECGC, Types of Policy by ECGC & Indian Exporter Payment Guarantee
- ✚ Export Insurance
- ✚ Goods Insurance(Marine Insurance)
- ✚ Deferred payment Exports: Suppliers Credit and Buyers Credit
- ✚ EEFC account benefits, swift transfer, TT
- ✚ Understanding Risk in International Market and Managing the Payment, Currency & Goods Risks
- ✚ EXIM Bank benefits, Its role & related functions
- ✚ Risk Management

Chapter 2 : Import Management

❖ Introduction

- + What is Import Business?
- + Need for import.

❖ Procedures

- + Import finance
- + Opening of Import Letter of credit
- + External commercial Borrowings
- + Buyers Credit/Trade Credit
- + Direct Imports
- + Retirement of Import documents under an LC or otherwise on collection
- + FEMA provision regarding Imports
- + HSS (High Sea Sale)
- + Opportunities in Import Business
- + MSDS Material safety data sheet
- + Pollution control board certificate

❖ Supplier

- + How to verify your supplier?
- + How to find genuine supplier
- + How to optimize sourcing cost
- + Supplier market analysis
- + Why import duty
- + Why supplier will export you in low cost
- + Suppliers as friends and relatives

❖ Role of Customs and regulations regarding Imports

- + Indian customs Act. 1962
- + Customs Tariff Act,
- + Filing of Bill of entry
- + Clearance of cargo at the time of imports
- + Valuation and assessment of goods for payment of customs duty
- + Method for calculation of customs duty
- + Import of Technology, Drawings and Designs
- + Import of Samples/Gifts
- + Imports for personal use & Baggage rules
- + Imports through post and courier
- + Customs Clearance & Freight Forwarding. Customs duties.
- + Customs clearance of imported goods.
- + Role of CHA in import
- + Project Imports.
- + GST ACT

Chapter 3 : International Marketing & Organizational Behaviour

❖ Introduction

- ✚ Basics of International Marketing
- ✚ Difference between International and Domestic market
- ✚ Impact of Globalization, disintermediation and Liberalization on the International market.

❖ India's Foreign Trade

- ✚ Balance of payment
- ✚ Recent trends in India's foreign trade
- ✚ Measures to boost India's foreign Trade

❖ Global Environment for Foreign Trade

- ✚ Factors affecting world trade
- ✚ World Trade Organization (WTO), GATT, UNCTAD and ICC
- ✚ Regional Economic Groupings- EU, LAFTA, NAFTA, SAFTA, SAARC. ASEAN, etc.

❖ Principals of International marketing

- ✚ Market segmentation, Targeting positioning, Brand Image
- ✚ Identifying foreign markets
- ✚ Sources of Information and importance of data
- ✚ Overseas marketing research
- ✚ Promotion of products in global markets
- ✚ Product planning and Channels of distribution

❖ Organizational Behaviour Management

- ✚ Definition, Its nature and scope
- ✚ Functions of Management- Planning, staffing and organization Leading and directing, Control and Evaluation

❖ How to select market for my product export

- ✚ Market technical research
- ✚ Market Behavioural research
- ✚ Practical effective E-mail sample
- ✚ How to communicate effectively with your buyer

❖ Motivation

- ✚ Morale and productivity
- ✚ Relieving stress at work place

❖ Social Media / online Marketing

- ✚ Facebook ads and self-marketing
- ✚ Google ads and self-marketing
- ✚ Linkedin ads and self- marketing
- ✚ Instagram ads and self- marketing
- ✚ Twitter ads and self- marketing
- ✚ E-mail marketing
- ✚ Google maps applications
- ✚ Use google keywords trends



कोशिश करने वालों की कभी हार नहीं होती।

Chapter 4 : Introduction to International Trade

A. Foreign Trade Policy (FTP)

- ✚ Legal Frame work
- ✚ Govt. objective under Foreign Trade Policy
- ✚ Structure of Import Policy
- ✚ ITC (HS code) classification of Imports
- ✚ General policy provisions regarding Imports and exports
- ✚ Promotional Measures
- ✚ Duty exemption/Remission Scheme
- ✚ EPCG scheme
- ✚ SEZ, 100% EOU's, EHTP, STP, SEZ, FTZ etc.
- ✚ Deemed Exports
- ✚ Current Foreign Trade Policy

B. Foreign Trade Logistics

❖ Logistics

- ✚ Introduction to global logistics
- ✚ Different modes of shipments and Operations of shipping
- ✚ Different modes of transport, sea, air and road, container and its types
- ✚ Multi modal transport system and container stuffing
- ✚ How to get quotation from CHA
- ✚ How to optimize logistic cost
- ✚ Containerization FCL/LCL, CFS, ICD
- ✚ Third party logistic service providers
- ✚ CHA, FFA, C&FA, Ship operating agent, NVOCC
- ✚ Introduction to port operation, harbor facility, terminal facility, VTMS
- ✚ Customs bonded warehouses
- ✚ Practical use of www.icegate.gov.in website
- ✚ Freight (types and application), freight consolidation
- ✚ Introduction to custom procedure (logistics)
- ✚ Bill of lading, Air way bills, E-Way bill
- ✚ Selection of INCOTERM
- ✚ Shipping bill in export

❖ Cargo Insurance:

- ✚ Introduction to need and importance of marine insurance
- ✚ Basic principles of insurance applicable to cargo clause A, B& C
- ✚ Ocean, air and inland transit clause
- ✚ Insurance premiums
- ✚ Insurance claim procedures, documentation and time limit.

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Thank You