 Curtain Raiser Press Release

**Organized by World Trade Center, Jaipur**

**OPEN HOUSE MEET WITH EXPORTERS & SEMINAR ON INTERNATIONALTRADE TO BE HELD IN JAIPUR**

Jaipur, 5 September: In a bid to enlighten exporters, importers as well as trade consultants on the nuances of micro-macro level strategies, a seminar cum openhouse meet is being organized in Jaipur on 7th September 2016 at Hotel Holiday Inn. The event is hosted by World Trade Center (WTC), Jaipur.

The open house will be addressed by Mr. Yadhuvendra Mathur, IAS, Chairman and Managing Director of Exim Bank of India and Mr. Anup Wadhawan,IAS, Director General of Foreign Trade, Government of India. The exporters will get an opportunity to interact with dignitaries and share their views on the export scenario of Rajasthan.

The open house will be followed by a seminar on "Export Marketing Strategy for International Trade", which will be conducted by an international marketing expert Mr. Arun Sehgal, Senior Faculty of World Trade Center Institute, Mumbai. Participants will get an outlook on International & Indian Business Environment, Basic Fundamentals for Success in International Marketing, how to prepare Business for Internationalization, understanding and Planning for Risks in International Trade and arriving at an Export Strategy for Success in International Trade.

It is to be recalled that World Trade Centre (WTC) Jaipur, an initiative of M. Visvesvaraya Industrial Research and Development Centre (MVIRDC), was officially launched in Jaipur on 10th August 2016. Being a member of World Trade Center’s Association (WTCA), New York, WTC Jaipur will provide the needed connectivity for the businessmen in Rajasthan to connect 90 countries through around 340 WTCs to do business globally.