



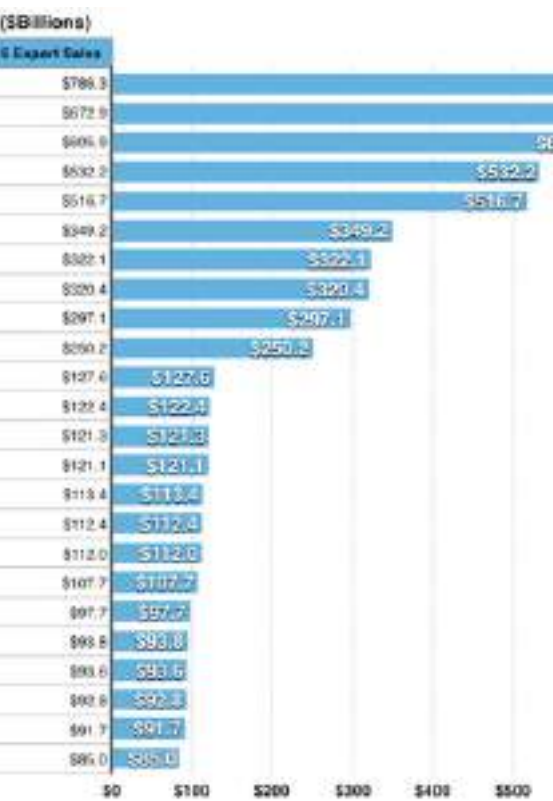
**MANAGEMENT
DEVELOPMENT
PROGRAM**

**PREPARING
INTERNATIONAL
BUSINESSES FOR
POST COVID
SCENERIO**



**GET READY FOR OPPORTUNITIES AND CHALLENGES OF
THE POST COVID WORLD**

DATES: 25th, 26th, 28th & 29th September



ABOUT THE PROGRAM

Since the onset of COVID -19 pandemic, International businesses are under great turmoil. While various efforts are on to control the pandemic and in time we will probably succeed, post COVID, Indian exporters are likely to face a completely different competitive environment. To be able to deal with the emerging competitive environment and leverage our competitive advantages, it is extremely important that the professionals involved in international trade upgrade and update their understanding of the situation and likely scenarios.

With the objective of enabling Indian Industry to deal with the changing dynamics of International Trade, FICCI has joined hands with Indian Institute of Foreign Trade (IIFT) to initiate the Management Development Program on “Preparing International Businesses for the Post COVID Scenario”.

This much required e-learning series is exclusively developed keeping in mind the requirements of the businesses involved in international trade. This learning series will have four modules:

Module 1: International trade Prospects in the hanging landscape with the advent of COVID-19

Module 2: Transformation in the current international Financial Scenario

Module 3: Paradigm shift in international marketing strategies in the new scenario

Module 4: International Logistics and Supply Chain Management in the new scheme of things.

FACULTY

EMINENT PROFESSORS FROM IIFT IN THE FIELDS OF

- international business and strategy
- international Finance and strategy
- international marketing and business
- supply Chain and Logistics

WHY JOIN THE PROGRAM

- IIFT and FICCI are reputed organisations known for the Quality of programs conducted by them.
- Training Programs run by both organisations are widely recognised by Industry.
- Understand the shifting dynamics and effects on demand supply situation for future international trade
- Learn about some of the emerging opportunities for international trade
- Understand the new challenges in international financial market and how to deal with them
- Learn about export market identification techniques, assessment of tariff and non-tariff barriers, market demand etc
- Understand the Dynamics of Supply Chain Management & Logistics in the post COVID world
- Certification by IIFT and FICCI



For the first time, a National industry Body (FICCI) and IIFT are joining hands to present a unique program tailored to the needs of industry



COURSE STRUCTURE

MODULE 1: INTERNATIONAL TRADE PROSPECTS IN THE CHANGING LANDSCAPE WITH THE ADVENT OF COVID-19

This module will cover, the expected future changes that may arise in the geopolitical as well industrial landscapes post the COVID-19 scenario in case of international trade. Along with this the shifting dynamics and effects on demand and supply for future trade will be discussed.

Faculty: IIFT Professor from the field of international business and strategy

MODULE 2: TRANSFORMATION IN THE CURRENT INTERNATIONAL FINANCIAL SCENARIO

This module will cover the new challenges in the International Financial market, new opportunities for exporters, building trust in the international market by delivering goods on time etc.

Faculty: IIFT Professor from the field of international Finance and strategy

MODULE 3: PARADIGM SHIFT IN INTERNATIONAL MARKETING STRATEGIES IN THE NEW SCENARIO

This will cover the changes likely to be required in international marketing strategy in the post COVID -19 scenarios. Along with the inevitable effects on the demand-supply situation, the change required in export market identification techniques, assessment of tariff and non-tariff barriers, market demand etc will be discussed.

Faculty: IIFT Professor from the field of international marketing and business.

MODULE 4: INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT IN THE NEW SCHEME OF THINGS

This module will help understand the dynamics of Supply Chain Management & Logistics in the Post-Covid 19 scenario. The Logistics Cycle - Exporters' responsibility with respect to INCO terms 2020 and Logistics Risk Mitigation etc will also be discussed.

Faculty: IIFT Professor from the field of Supply Chain and Logistics

**4 SESSIONS OF 2 HOURS EACH
+
SPECIAL INTERACTIVE SESSION WITH REGULATORY AND
FACILITATION AGENCIES**

FEE: RS. 20000/-

10% DISCOUNT FOR FICCI MEMBERS

20% Early Bird
Discount till 31st
August 2020



ABOUT FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community. FICCI also supports Indian Industry through its array of services including widely recognised training programs.



ABOUT IIFT

The Indian Institute of Foreign Trade (IIFT), was set up in 1963 as an autonomous body under the Ministry of Commerce & Industry to help professionalise the country's foreign trade management and increase exports by developing human resources & to analyse and disseminate information. The Institute was granted "Deemed University" status in 2002. Since its inception, the Institute has evolved and undergone major transformations and has, over the years, broadened the scope and dimensions of its academic activity that now encompasses the full spectrum of international business.

IIFT offers wide array of Management Development Programmes (MDP) in different functional areas of International Business. Through the training programmes IIFT aims to enable the executives to appreciate the complex interrelationship between the diverse tasks of international business. It focuses on developing capacity of business executives for improved understanding of various trade and economic issues, sharpen their skills and help their organizations to achieve newer heights.

FOR MORE ANY QUERIES REGARDING THE PROGRAM CONTACT US AT

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Email: jeetjyoti.medhi@ficci.com

NOTE:

1. All enrolments are subject to review and approval by FICCI.
2. Certificates will be awarded to the participants by IIFT and FICCI.
3. In case of cancellations, the fee will be refunded only if a request is received within 3 days of fees payment and seven days before the start of the program
4. Fee is inclusive of all Taxes.
5. *For Online Lectures you will require a PC/laptop/smartphone with a good internet connection

