

Date: 22nd June 2023

23/06/23
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To
Smt. Swetika Sachan, IAS
Director
Directorate of Industries, Trade and Commerce
Government of Goa
Panaji, Goa

Subject: Regarding launch of the Export Readiness Evaluation activity for Goa

Dear Madam,

Greetings from NavaTies.

Madam, as per your previous discussions with Ms. Prathiba G, we would like to inform you that starting 1st May 2023, we have officially started **Are you Export Ready as per the New Foreign Policy 2023** campaign to identify and support Goan Businesses to evaluate where they stand in terms of export readiness.

By taking part in this **FREE** Evaluation, New & Existing Exporters gain valuable insights into their company's strengths and weaknesses in relation to exports and imports. We'll provide a **36-point comprehensive report** that includes customized recommendations and resources to help them navigate the complexities of international trade.

What does the Evaluation Contain?

The Evaluation has the following elements: -

1. Necessary Registrations and Licenses to Export.
2. Mandatory Certifications that will enable them to showcase themselves as a qualified Exporter. The Certifications are further divided into,
 - i. Industry Level
 - ii. Organization Level
 - iii. Country of Export Level
 - iv. Consignment Level
 - v. Packaging Level, etc.
3. Present Capacity to execute Exports. Capacities could be in terms of,
 - i. Manufacturing
 - ii. Production
 - iii. Inventory
 - iv. Funding
 - v. Resources, etc.
4. Necessary alignment as per the New Foreign Trade Policy 2023.
5. Necessary access to Export/Import related Vendors and Service Providers.

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Why participate?

- Get a clear understanding of Export / Import readiness level.
- Identify areas for improvement for organization's export strategies.
- Organization level curated recommendations to enhance global business efforts.
- Access valuable resources to support international expansion.
- Connect & engage with industry experts and join a community of like-minded businesses.

Who should participate?

- Manufacturers, Service Providers, Traders with a local presence and who aim to expand into exports.
- New business owners seeking to start exports.
- Existing Exporters & Importers who intend to align their business as per the New Foreign Trade Policy.

With this campaign, we are working to enable about 1000 Goan organizations including Start Ups, MSME's and professional service providers to assist in filling international trade gaps.

The Evaluation could be taken by giving a missed call to **079-4105-0727** or from the URL mentioned below,

<https://www.navaties.com/india2world?ep=1&ro=4BUQKV7>

NavaTies will handhold every business who wishes to get their business evaluated. We have a dedicated support team exclusively for Goa.

We seek the support of the Directorate of Industries, Trade and Commerce to communicate about this campaign to all the Government Bodies including Ministries, Departments, Corporations, Boards and Councils, etc., which engages with businesses and have a mandate for Economic development and Export Related activities. Furthermore, we want your guidance in reaching out to various Industry Associations, Trade Bodies, Chambers of Commerce, and so on, whose members may be existing exporters or wish to become exporters.

Looking forward to your advice & guidance on the same.

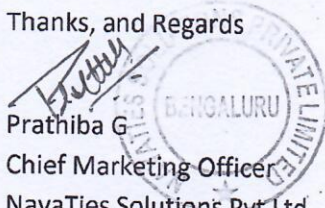
Thanks, and Regards

Prathiba G

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Are You Export Ready – Press Release

NAVATIES Launches "Are You Export Ready?" Campaign Offering Free Comprehensive Evaluation as per New Foreign Trade Policy for New and Existing Indian Exporters

Nava Ties to prepare and support 1 Lakh exporters to explore new international markets; To create new avenues for exporters under the new Foreign Trade Policy 2023; To support the export growth of the country.

Goa: NavaTies (www.navaties.com), An International Trade Platform has launched "Are You Export Ready?" campaign in Goa. Featuring a comprehensive evaluation tool to assess the export readiness of new and existing businesses as per the new foreign trade policy. The evaluation is **free of charge**, and NAVATIES targets to support over 1000 business of Goa to become exporters. The campaign is live to support Goan Exporters and businesses which are considering to enter international markets.

"Are You Export Ready?" campaign offers Goan businesses the opportunity to evaluate their export readiness on a **36-point scale**, covering all aspects of exporting, including regulatory compliance, documentation, certifications, capacity building, logistics, fund availability, marketing, and other resources. The evaluation tool provides businesses with a roadmap for enhancing their export capabilities and becoming export ready.

Budding Exporters, Manufacturers, Traders, Service Providers, FPOs, Farmers and other interested people who want to explore international business can enroll to this campaign by giving a missed call to **07941050727**

"Goa's Exports for 2022-23 is about Rs. 19,719 Crores which forms about 0.54% of Country's Exports and 20th Most exported State. But Goa has potential to increase its export performance. Being most well-known tourism state, Goa has a big share in Services Exports. While the merchandise exports that can be improved are in the areas of Ship building, Goan Spices, Jackfruit, Marine Products, Light Engineering etc., The Services Exports for the state can be improved in the areas of Wellness, Education, Information Technology, Entertainment, etc.," **<Data which Ma'am Swetika Sachan, IAS had asked for, along with this need her quote>**

Prathiba G, Chief Marketing Officer of NavaTies mentioned that "Exporting is critical to India's economic growth, and the new Foreign Trade Policy 2023 offers many new avenues for an Exporter to explore new markets. Out of 6.3 Cr Indian MSMEs, only 1% are exporters. Hence, we want to support Indian businesses in expanding their reach beyond their domestic market. The 'Are You Export Ready?' campaign is designed to help 1 Lakh businesses across India to identify areas for improvement and provide them with the necessary tools, resources, and expert connects to become successful exporters".

NavaTies is working with Government bodies, Trade Bodies, Farmer produce organizations, Goan Businesses etc., to identify organizations who have export potential and prepare them for exports.

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To take the Export Readiness Evaluation, give a missed call to **07941050727** and our personnel will support you on the same.

About Nava Ties

NavaTies (www.navaties.com) is an International Trade platform and a market-place which is promoting Goan businesses explore international markets. Our unique selling point is using Artificial Intelligence and Data Analytics to help buyers discover new markets with untapped potential. Additionally, Nava Ties offers comprehensive export hub support, including services like validating buyers and markets, assisting with packaging design, conducting quality checks, obtaining export certifications, managing logistics, and addressing funding needs. In essence, we allow businesses to concentrate on quality, innovation, and production while we take care of the remaining export and import processes and tasks.

For More Details contact:

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