

SEMINAR ON

DOING BUSINESS WITH USA—A REPORT

(Best practises for small and mid-sized Indian companies in India)

November 30, 2015 | Kassia Hall, Bengaluru, India

INDO-US BUSINESS

- ◆ US is the largest market for Indian Products and Services.
- ◆ Indo-US Business has crossed USD 100 bn and is targeted to reach USD 500 bn in 2020.
- ◆ Opportunity sectors — Information & Technology, Software services & BPOs, Handicrafts and Furniture, Engineering Goods, Electrical Equipment, Jewellery, Herbal Products, Chemicals and Fertilizers, Leather Goods, Garments, Hosiery products and Automobiles and Auto Components.

Multi-Product Business Delegation to USA in July 2016

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Planning and Caution Hold the Key in Expanding Your Business in the US Market

As an effort to further improve Indo-US business, The Global Trade Driver and Kassia (Karnataka Small Scale Industries Association) organized a seminar on "Exporting to USA and Establishing your Company in USA," on 30th November 2015 at Kassia Hall in Bengaluru. The speakers were Mr Dikshit, the President of Kassia; Mr Michael Kraus, Attorney, Smith, Gambrell & Russell, LLP of Atlanta and Mr D.V.Venkatagiri, the President & CEO of The Global Trade Driver. The program was graced by Mr Hrithik, the former President of Kassia, Mr Nandagopal, the Secretary of Andhra Chamber of Commerce and other office-bearers of Kassia. The event was well organized by the Principal Officer of Kassia, Mr Ramappa and his team.

The Global Trade Driver has been working on strengthening the Indo-US business. TGTD has organized many similar events in India and has conducted many successful Business Delegations in the US.



V.K.Dikshit

Close to 60 Companies participated in the Bengaluru Seminar. Welcoming the gathering, Mr Dikshit said, "New market opportunities will have to be pursued by the Karnataka Small and Mid-sized Companies and the US market is a key one."

Mr Michael Kraus did a comprehensive analysis about the various forms of Business Entities that are in practise in USA, vital steps in establishing one's business in USA and cautioned **Michael Krauss** the Indian Companies of the importance that needs to be given for product liability issues when exporting to USA.



"A long-term plan and small and sustained steps are essential to find partners and succeed in USA," said Mr D.V.Venkatagiri and who made a presentation on Marketing Indian products in USA. He also invited the **D.V.Venkatagiri** Companies to join the Business Delegation to USA in July 2016.



Mr Bhaskar Sharma who is involved in Water related business, impressed by the seminar and quickly gathering the advantages that he might get in the US Market said, "The seminar was thought-provoking for people from small and mid-sized industries, provided plenty of insights and gave us tips and ways to tackle the problems when one is expanding one's business in USA horizon. I'm planning to make it to USA trade fair which happens in July 2016."

For more details on the Delegation, please email us at info@tgtd.biz or call 09790973789 or visit www.tgtd.biz

ROADMAP TO THE US MARKET

* Define your business with respect to the US market requirement

Demand Analysis, Know your competitors/Industry Leaders

* Benchmark your practises to the best in the industry

Communication Tools, Manufacturing practises, Safety and Social measures

* Identify the right Trade Show, Visit USA

Register for the Right Trade Show, Plan your meetings, Apply and Obtain your Visa

* Establish your presence in the US Market

US Office, Create your own network, Acceptance in the US market

* Active sales and Marketing in the USA

Sales to be generated from the US office, Have a US team in place

* Success in the US Market

Get US clients to sign up, It is a challenge in the beginning, then it becomes a habit