

# Brief Note on J&K & UK Joint Session on Export Strategy & Buyer-Seller Meet



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## Event Details

# J&K & UK Joint Session on Export Strategy & Buyer-Seller Meet

Proposed Dates: Thursday & Friday, 23 & 24 June 2022

Venue: TBD, Dehradun

## Brief Background

In the Export Preparedness Index (EPI) 2021 report released by NITI Aayog, Government of India, J&K has been recognized with 3<sup>rd</sup> rank in the UT category & ranked 23<sup>rd</sup> in overall ranking, jump of 13 ranks from previous year EPI ranking. The Uttarakhand State has been recognized as the top performing State in the Himalayan States category. This would have been made possible by the presence of basic export facilities & infrastructure, a conducive business & export environment as well as good export performance & practices by the Uttarakhand State.

Uttarakhand is ranked 13th in LEADS (Logistics Ease Across Different States) 2021 index compared to 19th in 2019 index. State has scored high in indicators Safety and Security during Transportation and at Terminals and in Quality of Logistics Services. The State has also scored higher than the composite average in indicators related to Quality of Unimodal Terminal Infrastructure, Reasonableness of Prices of Terminal Services, safety, and in Ease of Obtaining all Approvals. Jammu & Kashmir ranked 1<sup>st</sup> in North Eastern States and Himalayan UTs Category in LEADS 2021 Report.

## Objectives

In order to learn good practices & strategies in logistics and export adopted by Uttarakhand State as well as to share the knowledge on Export and also to create business opportunities for artisans & exporters, the **Jammu and Kashmir Trade Promotion Organization (JKTPO)** is willing to conduct the Knowledge Sharing Session jointly with **Directorate of Industries, Uttarakhand**.

The Session will be clubbed with Display Opportunities to J&K's Exporters, Buyer Seller Meet along with Knowledge Session on Export. This will provide a platform to the entrepreneurs to showcase products & offerings, exhibits of products will attract & help buyers to get tangible feel & assess the qualities.

The Buyer seller meet will provide a platform for exporters and buyers at one place to meet directly to discuss on business. The exporter can directly interact with buyers, exchange samples of product, finalize the pricing and conclude to place order. Buyer Seller meet helps exporters and buyers to finalize export order also by finalizing terms of delivery, terms of payment and other conditions at one place by avoiding many other communications.

## Focus Areas

- Knowledge sharing Sessions on best practices by UK State & J&K UT
- Sensitize the stakeholders about the Export Policy
- Awareness about ODOP, District as Export Hub initiatives
- Opportunity to showcase strength & attract business through Exhibition
- Market linkages for business opportunities and growth
- B2B & B2G meets for specific business opportunities & Government Interactions

## Format

### Day 1:

- Exhibition/Product's Display
- Knowledge Sessions on Export Practices & Strategies
- Buyer - Seller Meets
- MoU Signing (If any)

### Day 2:

- Visit to Industrial Estate at Dehradun, Uttarakhand

## Participants

JKTPO is planning to take the delegation to UK, the delegation will consist of 30-40 people comprising of Government Officials, Exporters, Exhibitors & Experts.

From Uttarakhand, we expect good number of companies to participate as buyers during the B2B Buyer-Seller meets and to attend the overall event.

## Outcome

- Learning of best practices & strategies in exports
- Platform to promote Products & Services
- Create Business Opportunities
- Market access & linkages
- One to one Business Meets
- B2B, B2G & G2G Meets
- MoUs Signing (if any)

## Support Required from Directorate of Industries, UK

- Speakers support to talk on the best practices & strategies of Uttarakhand
- Participation of Industries/Business owners from Uttarakhand for the Session
- Logistics Support to organize the event

## Cost estimates

Heads	Estimated Cost
Media	INR 1000000/-
Travel (Volvo Bus)	INR 150000/-
Boarding & Lodging (25-30 Pax)	INR 200000/-
Breakfast, Lunch & Dinner	INR 200000/-
Catering (Event Day)	INR 450000/-
Branding (Event Day)	INR 50000/-
Audio Visuals (Event Day)	INR 50000/-
Miscellaneous Expense	INR 200000/-
Contingency Expense	INR 200000/-
<b>Total</b>	<b>INR 2500000/-</b>

## Draft Event Agenda

Proposed Date: 23rd June and 24 <sup>th</sup> June					
DAY-01					
Event Details	Date	Start Time	End Time	Duration	Session Details
J&K & UK Joint Session on Export Strategy & Buyer-Seller Meet	23 June 2022	09:00	10:00	01:00	Registration of the Delegates
		10:00	10:30	00:20	Inaugural Session: Welcome Address & Presentation on Export Scenario of J&K by MD JKTPO
		10:20	10:40	00:20	Address & Presentation on Export Scenario of UK by Director, Directorate of Industries
		10:40	11:00	00:20	Special Address by Industry Expert on Global Trade best Practices & Strategies
		11:00	11:30	00:30	Keynote Address by Principal Secretary Industries and Commerce Department of UK
		11:30	11:45	00:15	Networking Tea Break
		11:45	13:30	01:45	Panel Discussion/Knowledge Sessions on export best practices & strategies and the way forward
		13:45	14:30	00:45	Networking Lunch
		14:30	16:45	02:15	Pitch presentations by Exporters to Potential Buyers & Buyer Seller Meet
		16:45	17:00	00:15	Closing Remarks by MD JKTPO
DAY-02					
Event Details	Date	Start Time	End Time	Duration	Session Details
Visit to Industrial Estate/Industries at Dehradun, Uttarakhand	24-June	10:30	13:30	04:00	Visit to Industrial Estate/Industries at Dehradun, Uttarakhand