

Ministry of Commerce & Industry



Centre for Trade and Investment Law launches guidebook to help Indian MSMEs expand into global markets

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The Centre for Trade and Investment Law (CTIL), Indian Institute of Foreign Trade (IIFT), in collaboration with the Confederation of Indian Industry (CII), launched the guidebook *Going Global: A Practical Guide for Indian MSMEs* in New Delhi today. Representatives from CII presented an overview of the guidebook, which has been developed as a one-stop practical resource to help MSMEs identify export opportunities, understand market access requirements, leverage freely available trade intelligence tools, comply with international standards and sustainability requirements, and build export readiness.

The guidebook addresses common challenges faced by MSMEs, including limited access to market information, inadequate knowledge of overseas buyers, difficulties in complying with international standards and certifications, and maintaining price competitiveness. It provides a practical roadmap by simplifying market analysis, explaining standards and certification requirements, offering guidance on identifying buyers, and highlighting reliable, freely available tools that can reduce the cost of market research. The publication is intended to enable MSMEs to make informed business decisions and participate more effectively in international trade.

Following the launch, a panel discussion moderated by Mr. Sumanta Chaudhuri brought together Mr. Ridhish Rajvanshi, Senior Research Fellow, CTIL; Dr. Animesh Saxena, Managing Director, Neetee Apparels and Past President, FISME; and Mr. Nalin Kohli, Chairman, Araina Group. The discussion examined opportunities for Indian MSMEs to expand into international markets through the effective use of preferential Rules of Origin and cooperation mechanisms under India's Free Trade Agreements. The panellists also discussed strategies for identifying promising export destinations, understanding international standards and certification requirements, positioning products to meet global demand, and enhancing competitiveness through diversification and value addition.

The event also featured a presentation by Ms. Tanvi Praveen, Consultant, CTIL, on the Trade Remedies Advisory Cell (TRAC). The presentation highlighted the role of TRAC in supporting domestic industry by creating awareness about trade remedy laws and providing guidance on issues relating to unfair trade practices and import surges.

The event brought together policymakers, industry representatives, trade experts and MSME stakeholders to deliberate on practical strategies for strengthening the global competitiveness of Indian Micro, Small and Medium Enterprises (MSMEs).

The inaugural session commenced with welcome remarks by Dr. James J. Nedumpara, Head, Centre for Trade & Investment Law, followed by context-setting remarks by Mr. Sumanta Chaudhuri, Principal Advisor, International Trade Policy Division, CII. The session also featured remarks by Shri Anil Bhardwaj, Secretary General, Federation of Indian Micro and Small & Medium Enterprises (FISME). Additional Secretary, Department of Commerce, Shri Amitabh Kumar delivered the Special Address.

The programme concluded with an interactive question-and-answer session, enabling participants to engage with policymakers and industry experts on practical aspects of export preparedness, standards compliance and market access. The concluding remarks emphasised the importance of building trust and partnerships among MSMEs through joint ventures, participation in trade exhibitions, stronger institutional support and effective utilisation of the tools provided in the guidebook to facilitate their integration into global value chains.

Abhishek Dayal/ Garima Singh/ Ishita Biswas

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