Ministry of Commerce & Industry

Union Minister of Commerce and Industry Shri Piyush Goyal Interacts with Export Promotion Councils, Calls for Greater Export Competitiveness and Market Diversification

Shri Piyush Goyal Reviews Export Scenario with Export Promotion Councils, Emphasises Market Access and Global Competitiveness

Shri Goyal Highlights Government Measures to Facilitate Exports and Address Challenges Faced by Exporters

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Union Minister of Commerce and Industry, Shri Piyush Goyal, interacted with representatives of Export Promotion Councils (EPCs) in New Delhi today to review the prevailing export scenario, discuss emerging opportunities and challenges in international trade, and deliberate on measures to further strengthen India's export competitiveness.

During the interaction, Shri Goyal highlighted the evolving global trade environment, characterised by geopolitical uncertainties, changes in tariff structures, supply chain realignments and emerging regulatory requirements in major international markets. He noted that while these developments pose challenges for exporters, they also present opportunities for India to strengthen its position as a reliable and competitive global trading partner.

Shri Goyal emphasised the need for Indian industry to remain agile and responsive to the changing international business environment. He encouraged exporters to focus on improving product quality, innovation, cost competitiveness, reliability of supply and compliance with international standards to enhance India's participation in global value chains.

Referring to his recent international engagements, including his visits to Germany and the Netherlands, Shri Goyal highlighted the growing interest in India as a manufacturing, sourcing and investment destination. He stressed the importance of translating these engagements into tangible business outcomes through sustained interaction between

Indian industry and overseas businesses. He encouraged EPCs to engage proactively with their international counterparts, identify potential buyers and facilitate business partnerships in established and emerging markets.

The Minister also highlighted the importance of effectively leveraging the opportunities arising from India's expanding network of Free trade agreements and economic partnerships. He emphasised that preferential market access under Free Trade Agreements must translate into increased exports, greater market penetration and wider participation of Indian enterprises in international trade. EPCs were encouraged to undertake sector-specific assessments of export opportunities in partner countries and strengthen awareness among exporters regarding applicable trade preferences, standards and market requirements.

Shri Goyal also emphasised the need for a focused approach towards product and market diversification in response to changing global demand and emerging supply chain opportunities. He encouraged EPCs to identify products with untapped export potential, explore new destinations and develop market-specific strategies. He highlighted the importance of consolidating India’s competitive advantages in established sectors while building capabilities in emerging areas.

Reiterating the Government’s commitment to facilitating exports, the Minister highlighted ongoing efforts to improve ease of doing business, strengthen trade infrastructure and address challenges faced by exporting enterprises. He referred to the Export Promotion Mission as an important initiative for addressing constraints related to export finance, market access and international competitiveness, particularly for Micro, Small and Medium Enterprises (MSMEs).

Highlighting the contribution of MSMEs to India’s export ecosystem, Shri Goyal called upon EPCs to expand their outreach to smaller enterprises, startups, new exporters and businesses in emerging export clusters and districts. He stressed the need for practical handholding support, improved access to market intelligence and greater integration of these enterprises into global markets.

The Minister further encouraged EPCs to adopt a more data-driven and outcome-oriented approach to export promotion. He emphasised the value of timely market intelligence, identification of sector-specific opportunities, monitoring of international trade trends and resolution of operational bottlenecks. He highlighted the need for greater collaboration among EPCs, industry associations, State Governments and field formations of the Directorate General of Foreign Trade (DGFT).

During the interaction, representatives of the Export Promotion Councils also shared their perspectives on the international trading environment and sector-specific issues concerning export competitiveness, market access, logistics, regulatory requirements and

trade facilitation. The discussions provided an opportunity to exchange views on addressing exporters' concerns and strengthening coordination between the Government and industry.

Reaffirming the Government's commitment to maintaining regular engagement with industry stakeholders, the Minister underscored the importance of collective efforts to make Indian products and services globally competitive and strengthen India's reputation as a trusted trading partner.

The interaction reflected the shared commitment of the Government and Export Promotion Councils to work collaboratively towards expanding India's export footprint, harnessing emerging global opportunities and supporting sustainable, broad-based export growth.

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