CONNECT.
COLLABORATE.
ENABLE.
GROW.

CITEP

CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION

Beyond Information. Towards Implementation.

ENTREPRENEURS | MSMEs | EXPORTERS | INDUSTRY | INSTITUTIONS

CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION (CITEP)

PRESENTING

CITEP KNOWLEDGE SERIES

Export Basics & Entrepreneurship

Learn Well. Export with Confidence. Grow Worldwide.

A hands-on self-study series for exporters, entrepreneurs and the institutions that assist them



INTRODUCTION
KNOWLEDGE SERIES

Built for the people who keep your business running

A hands-on learning resource for exporters, manufacturers, producers, traders, wholesalers, agro-commodity firms, service providers and MSMEs — covering everyone from directors and owners to export, accounts, commercial, logistics and newly hired staff.

Learning that lasts beyond a one-day programme

A short seminar can introduce a topic, but when an overseas enquiry arrives weeks later, staff often need to recheck export pricing, payment terms, product standards or shipping documents. The CITEP Knowledge Series enables ongoing, self-paced learning and repeat reference, complementing workshops and classroom training.

Think Global. Start Right.

The CITEP Export Basics & Entrepreneurship Knowledge Series is a hands-on, self-study programme from the Centre for Indian Trade and Export Promotion (CITEP). Released periodically in simple modules, it develops export and entrepreneurship knowledge one step at a time – helping your team learn once, retain more and apply it daily.



From India to the world – every successful shipment begins with your team's knowledge.

Who This Series Is For

Manufacturers & Exporters	Traders & Wholesalers	Agro-Commodity Producers	Service Providers
Bankers & Trade-nance Institutions	Departments, DICs & Promotion Agencies	Entrepreneurs & Startups	Newly Joined Officials & Teams

An ongoing resource for many departments

01 Export Basics	02 Product Sourcing & Market Identification	03 Export Finance, Costing & Pricing
04 Export Credit & Forex Risk Management	05 Labelling, Packaging & Export Documentation	06 Foreign Trade Policy & Customs
07 E-Commerce & Digital Exporting	08 Trade Fairs & International Market Opportunities	09 Entrepreneurship & Startup Essentials
10 MSME Technology & Business Opportunities	11 Export Trade Leads & Related Opportunities	12 Allied Topics in Exports & Entrepreneurship



Every module combines

Clear, engaging PowerPoint slides with selective animation

Practical notes that link concepts to everyday work

Business examples and case studies, including export decision scenarios

Executive summaries, recaps and questions that reinforce learning

Reusable reference material for current staff and new joiners

KNOWLEDGE →UNDERSTANDING →APPLICATION →ACTION →RESULTS

What the Series Covers

Animated PowerPoint
elf-study slides built for instant clarity

Explanatory Text
Concise, practical notes explaining each concept

Case Studies
Real business situations that connect theory with practice

Executive Summary
Key takeaways at a glance for fast revision

Review Questions
Self-tests that build deep, lasting understanding

Why Choose the CITEP Knowledge Series?

Conventional One-Day / Short Courses	CITEP Knowledge Series
✗ Staff away from work, plus travel and fee costs	✓ Self-paced study at the workplace – saving time and money
✗ What is learned tends to fade with time	✓ Structured modules that are simple to follow and retain
✗ A single, one-off session	✓ Regular modules that build knowledge progressively
✗ Little reference material afterwards	✓ An ongoing reference resource with FREE CITEP Portal access

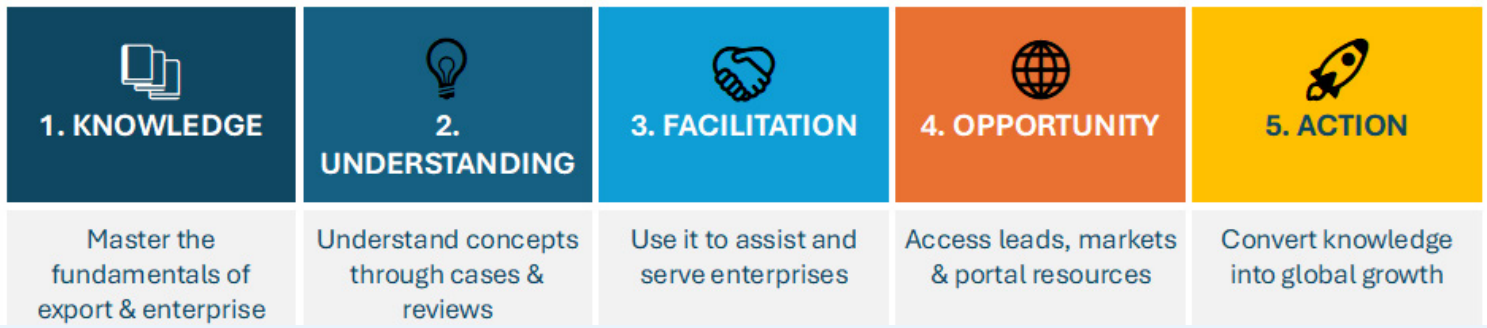


Learning your team retains – and applies in everyday work.

Supporting a real export enquiry

Suppose a manufacturer receives an enquiry from an overseas buyer. The team must judge market fit, prepare a workable quotation, secure payment, understand the documents and coordinate the shipment. CITEP modules help staff link these decisions and revisit the relevant explanations whenever needed.

How CITEP Works



"Our aim is to build export knowledge step by step through a structured series of simple modules – helping enterprises and institutions deepen their understanding of international trade and its ecosystem and put that knowledge to work."

What to do next:

Register and subscribe

Subscription

Knowledge Series: ₹10,000 for the first year | ₹2,500 yearly renewal

Fill in the attached Registration & Subscription Form with your organisation and product/service details.

Pay the fixed Knowledge Series subscription fee by following the CITEP payment instructions provided in the Registration Form.

Send the completed form and payment reference by email to mail@citep.in

We look forward to supporting your organisation as it expands into global markets.

Subscribe Today – Help Your Team Think Global

Getting started is as simple as three steps

① **Read through this brochure**

② **Fill in the Registration / Subscription Form**

③ **Send it to mail@citep.in**

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CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION

Export Facilitation & Entrepreneurship Programmes Division

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