



Journal Report on: Training Program on Concepts of International Marketing

Organized by:

National Centre for Export Promotion (NCEP), IIF

Facilitator:

Prof. Arvind Khedkar, Expert in International Marketing, Visiting Faculty at various renowned Institutes. He has also authored a book on **National Foreign Trade Policy** and he has more than 300 training programmes to his credit.

Date & Time: 10th October, 2025 from 3:00 pm virtually on Zoom Platform.

1. Introduction

The National Centre for Export Promotion (NCEP) organized a focused training session on **Concepts of International Marketing** on 10th October, 2025 virtually on zoom platform, aimed at equipping Indian foundries with the knowledge and strategies needed to enhance their global competitiveness. The session began with a welcome address by **Ms. Anima Pandey**, Director, NCEP, who introduced the objectives of the training and emphasized the crucial role of international marketing in expanding India's foundry exports and building a strong global presence.

The training was conducted by **Prof. Arvind Khedkar**, a distinguished academic and practitioner in the field of international marketing. In his opening remarks, Prof. Khedkar underscored that international marketing is an extension of domestic marketing, distinguished mainly by differences in cultural and economic contexts. He elaborated on the four essential pillars of international marketing—clarity of product positioning, identification of target markets, efficient logistics management, and understanding government policies in both exporting and importing nations.

2. Training Highlights

2.1 Understanding the Dynamics of International Trade

Prof. Khedkar explained three fundamental concepts of international trade:

1. Exporting reputation and importing necessities

2. Exporting surplus and importing deficiencies
3. Exporting products rather than duties and taxes

He discussed how government initiatives such as the **Export Promotion Capital Goods (EPCG) Scheme** support exporters by allowing duty-free import of capital goods with minimal export obligations. Using China as a case study, he illustrated the strategic importance of balancing domestic priorities with global trade opportunities.

2.2 Currency, Incentives, and Export Pricing

Elaborating on the concept of **International Purchasing Power (IPP)**, Prof. Khedkar identified the US dollar, euro, and British pound as the dominant global currencies. He explained how India's **Foreign Trade Policy (FTP)** incentivizes exporters through schemes such as **Advanced Authorization**—which allows duty-free import of inputs subject to 15% value addition—and **Duty Drawback**, which enables recovery of input duties on exported goods.

Prof. Khedkar also discussed the economics of **export pricing**, emphasizing the principle of **marginal cost-based pricing** for competitiveness in global markets. Drawing from his experience at **HEG**, he shared how a flexible approach to pricing can help penetrate foreign markets even when domestic pricing structures differ.

2.3 Competitiveness and Strategic Positioning

To strengthen export competitiveness, Prof. Khedkar advocated for innovation, cost optimization, and leveraging of government schemes like **EPCG** and **RODTEP**. He recommended that Indian foundries first establish credibility in developed markets and then expand into less developed countries to sustain growth. He further highlighted the role of the **Engineering Export Promotion Council (EEPC)** in facilitating market exploration and government support for surplus capacity utilization.

2.4 Packaging, Research, and Long-Term Vision

Prof. Khedkar underscored that **packaging and logistics** are often decisive factors in export success. He cited a case where inadequate packaging cost an Indian firm a contract to a smaller competitor, emphasizing that attention to detail, time sensitivity, and regional packaging standards are integral to building global trust.

Through the example of **Kellogg's strategic persistence in Brazil**, he demonstrated how market research and long-term planning can yield results even in initially unprofitable markets. He emphasized that international business demands **vision, passion, and perseverance**.

3. Conclusion: Building a Future-Ready Export Ecosystem

In his concluding remarks, Prof. Khedkar shared personal insights from decades of engagement in international trade. He advised exporters to maintain comprehensive product documentation, understand customer expectations, expand into multiple regions, and adopt robust financial safeguards such as **letters of credit**. He reiterated that sustained success in international markets stems from a blend of strategic foresight, operational excellence, and an unrelenting passion for global engagement.