



Amazon plans training workshop in Rajasthan to help MSMEs export their products to 180 countries using e-commerce

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To be held on 7th Feb 2020 in Udaipur and 8th Feb in Jodhpur; the training workshops to help MSMEs and traders learn more about benefits of selling worldwide through Amazon's Global Selling Program

Amazon recently announced that it will invest an additional \$1 billion in India. This investment will help enable US\$ 10 billion in cumulative exports by Indian businesses selling on Amazon worldwide by 2025

Jaipur, February 06, 2020: Amazon.in today announced that it will conduct face to face training workshops in Udaipur to familiarize micro, small and medium enterprises (MSMEs) about its Global Selling program. This program is designed to help MSMEs to come on board and sell internationally through Amazon's global marketplaces (e-commerce websites). **The workshops will be held on 7th Feb, 2020 at Radisson, Lake City Mall, Udaipur; and on 8th Feb, 2020 at The Fern Residency, Subhash Chowk, Jodhpur.** Through these events, manufacturers and traders can learn more about B2C exports via e-commerce and sell across Amazon's 13 international marketplaces to millions of customers across 180 countries. The workshop will include sessions on **what is global selling, benefits of the program, how to start selling globally with step by step walk-through for registration.**

Mr. Abhijit Kamra, Director and Head - Global Trade, Amazon India said, "We see a huge potential for MSMEs in Udaipur to either start exporting or increase their current export business through B2C e-commerce channel across product categories." These workshops are part of our endeavor to bring more and more Indian brands and MSMEs on board to unleash the potential of 'Make in India' initiative through our Global Selling program. The program provides Indian sellers access to hundreds of millions of customers across 180+ countries through Amazon's international market places."

Amazon unveiled its Global Selling program in India in May 2015 to provide transformative opportunities for Indian sellers and help them grow their business internationally. Currently, over 60,000 Indian sellers are using this platform to sell their offerings across 13 international marketplaces. Through this program, sellers in India register themselves on Amazon's international marketplaces like Amazon.com (USA), Amazon.co.uk (UK), Amazon.de (Germany), Amazon.ae (UAE), etc. and sell their products to customers in these countries. As part of the Global Selling Program, Amazon provides the most comprehensive suite of 3rd party services such as taxation, compliance, IP protection and digital marketing support to sellers of all sizes to enable them to sell across the globe.

To smoothen the selling experience for MSMEs, Amazon offers shipping services under the program that allows them to focus on the product and pricing. In addition, Amazon also offers access to third party service providers for any all export related requirements.

To enable sellers familiarize themselves with the tastes & preferences of the destination countries and to launch relevant products, Amazon's global teams also help sellers understand the demand patterns in various countries. The team gives guidance on how sellers can improve discoverability of their products on each marketplace. Some of this includes guidance on the type of deals they can run, the kind of digital advertisements they can run on these marketplaces and how they can use social media channels to drive awareness about their listings on the various marketplaces.

About Amazon.in

The [Amazon.in](#) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](#) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

For more information, visit www.amazon.in/aboutus

For more information on Global Selling, visit: www.amazon.in/sellglobal

For news on Amazon, follow [www.twitter.com/AmazonNews_IN](https://twitter.com/AmazonNews_IN)

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).

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