



Amazon, Govt of Punjab and FIEO come together to promote eCommerce Exports

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- Conduct joint webinar to provide knowledge and training on eCommerce exports, attended by MSMEs from Punjab
- In December 2019, Amazon had signed an MoU with the Govt. of Punjab to help drive Exports from the state through e-commerce

Chandigarh, 07 August, 2020: To enable micro, small and medium enterprises (MSMEs) in Punjab to sell their products globally, Amazon, Government of Punjab and Federation of Indian Exports Organization (FIEO) jointly conducted a webinar on **'Taking Local Products Global through e-commerce'**. The webinar focused on providing knowledge and training to MSMEs in Punjab and help them get started on B2C e-commerce exports. The 90-minute discussion was moderated by **K.S. Brar and Tushar Tulsian, Members of MSME Marketing Cell, Department of Industries & Commerce, Government of Punjab**. As part of the discussion, Amazon experts shared an overview of the Amazon Global Selling program. MSMEs from Ludhiana, Jalandhar, Amritsar, Kapurthala and Hoshiarpur participated in the webinar.

Sh. Sibin C, IAS, Director of Industries & Commerce Punjab – *"We have been working towards assisting local businesses and support the MSME sector and facilitate its growth as the backbone of Punjab's economy. We believe e-commerce exports can provide a great platform for MSMEs to get back on their feet and return to business as usual and Amazon Global Selling is a great place to start and make international brands from Punjab"*

Ashwani Kumar, Regional Chairman (Northern Region) FIEO – *"Collaborating with Amazon for the webinar has been quite a learning experience for us as well as the MSMEs who attended the session. E-commerce exports provide a multitude of opportunities that can be beneficial to our MSMEs especially during the present challenging times. Digital adoption and cross border trade through Amazon's Global Selling program can help them expand their exports business and benefit from a global customer base."*

Abhijit Kamra, Director, Global Trade, Amazon India said, "We see a huge potential for MSMEs in Punjab to start exporting or increase their current export business through B2C e-commerce channel across product categories. These webinars are part of our endeavor to bring more and more Indian brands and MSMEs on board the Amazon Global Selling Program and take their unique Made in India products to hundreds of millions of customers in 200 countries and territories global."

In December 2019, Amazon had signed an MoU with Punjab Small Industries & Export Corporation limited to promote B2C ecommerce exports from the state.

More About Amazon Global Selling

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 15 international marketplaces. The Company recently announced that Indian MSMEs and brands on Amazon Global Selling have crossed \$2 billion in cumulative exports. It took the program three years to hit cumulative exports of \$1 billion and it has grown 100% to hit the next \$1 billion in less than 18 months, to cross the \$2 billion milestone in cumulative exports from India. The program is rapidly boosting exports from India and helping build global Indian brands. In January 2020, Amazon had pledged to enable \$10 billion in cumulative exports by 2025 helping Indian businesses grow by selling online worldwide.

How Amazon Global Selling helps Indian exporters

Through Amazon Global Selling, Indian exporters can 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. 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.

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

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