



Amazon and WBIDC sign an MoU to boost exports from West Bengal

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- The collaboration aims to enable thousands of MSMEs from West Bengal to sell their 'Made in India' products to Amazon customers in 200+ countries across the world.
- *WBIDC will build e-commerce export hubs and set up e-commerce exports facilitation cell in key districts across West Bengal including Kolkata, North 24 Paraganas, South 24 Paraganas, Howrah, Hooghly amongst others.* Amazon will conduct awareness sessions and capacity building workshops for MSMEs in these e-commerce export hubs.
- *More than 3000 exporters from West Bengal have already been associated with Amazon to showcase their products to customers in 200+ countries and territories across the world.*
- *Amazon Global Selling program provides Indian MSMEs and entrepreneurs access to technological and logistics solutions to help create e-commerce exports businesses and global brands*

Kolkata, November 22, 2023: In a significant move to enable micro, small and medium enterprises (MSMEs) and boost e-commerce exports from West Bengal, Amazon India has signed a memorandum of understanding (MoU) with the West Bengal Industrial Development Corporation (WBIDC). This collaboration will play a key role in furthering the vision of the District as Exports Hub initiative outlined in the Foreign Trade Policy and will support the state in boosting e-commerce exports as it establishes dedicated e-commerce export hubs in key districts across West Bengal. As part of this MoU, Amazon and WBIDC will co-create capacity building sessions, training and workshops for thousands of MSMEs across the state including Kolkata, North 24 Paraganas, South 24 Paraganas, Howrah, Hooghly amongst others. The MoU was signed in presence of Ms. Mamata Banerjee, Hon'ble Chief Minister of West Bengal, Ms. Vandana Yadav, Principal Secretary, Industry, Commerce and Enterprises, Govt of West Bengal and Amazon leaders at the Bengal Global Business Summit 2023.

Amazon and WBIDC will focus on educating MSMEs on e-commerce exports and enabling them to sell to customers across the world. Amazon will also enable access to a host of third-party service providers that MSMEs can engage with to avail services like imaging, digital cataloging of their products, tax advisory amongst others. In addition, Amazon will offer dedicated account management services to MSMEs to launch and manage their business on its ecommerce exports program called Amazon Global Selling. With this program Indian entrepreneurs can build their e-commerce exports businesses and global brands.

Mr. Raju Mishra, Joint Secretary, WBIDC said, "With the new logistics policy and the exports policy, we aim to establish West Bengal as the Global Trading Hub and double the State's exports over the next decade. The West Bengal Government has invested a lot in setting up dedicated export promotion committees in key districts and exports facilitation cells to boost exports from the state. We are now furthering our vision and WBIDC will set up dedicated e-commerce export hubs in key districts. Our partnership with Amazon will help exporters across the state become more aware and equipped to tap into the global exports opportunity."

Ms. Vandana Yadav, Principal Secretary, Industry, Commerce and Enterprises Department, Chairperson and Managing Director, WBIDC said, "As part of this MoU, Amazon would take up training and onboarding of artisans, craftsmen and small exporters on their global selling platform to promote e-commerce exports in West Bengal"

Bhupen Wakankar, Director Global Trade, Amazon India said, "We firmly believe that widespread adoption of technology will be pivotal in unlocking export opportunities for countless MSMEs across West Bengal and India. This resonates in the recently introduced Foreign Trade Policy which includes a dedicated chapter on ecommerce exports and foresees ecommerce exports contributing \$200-300 billion in exports from India by 2030. Under the guidance and leadership of the Hon'ble Chief Minister, we look forward to working with WBIDC and play our part in helping Indian MSMEs and entrepreneurs from the state create strong global brands. As we progress towards our goal of enabling \$20 billion in cumulative ecommerce exports from India by 2025, we remain dedicated to making exports simpler and more accessible for businesses of all sizes."

More About Amazon Global Selling

Amazon Global Selling is a flagship ecommerce exports program that helps lower the entry barrier for Indian MSMEs and entrepreneurs to start or expand their exports business using ecommerce. The program was launched in India in 2015 to support Indian exporters reach customers worldwide through Amazon's international websites and marketplaces. It provides an avenue for businesses of all sizes to build global brands. Today there are more than 1.25 lakh exporters on the program, showcasing millions of Made in India products to customers in 200+ countries and territories across the world. Together, they are on track to surpass \$8 billion in cumulative exports by the end of 2023.

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. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.