

Date: 22nd July, 2024

Dear Members,

Subject: Export Promotion Initiatives

It has been about 10 months in office as Chairman of SEPC, entrusted with the responsibility to chalk out a roadmap for the Council in close synergy and within framework set by Ministry of Commerce and Industry.

While our regular tweets and posts on social media, updates on SEPC portal on numerous activities and initiatives undertaken, regular letters, interactive webinars and regular circulars from team SEPC would have given fairly good idea that SEPC has been stepping up efforts to serve the industry, I felt the need to scribble a note to all our valued members to reflect upon slew of activities, road ahead, incentives and challenges, policy interventions, directions from Ministry of Commerce and Industry, their expectations from Council, association with sector specific Central Ministries, relation with State Government and their departments, engagement with Indian Embassies/Missions abroad, interaction with overseas embassies in India, collaboration with National/International Chambers of Commerce, Trade Associations and Industry Bodies and likewise.

You are kindly aware that all the Export Promotion Councils and Trade Bodies have been accorded crucial role to play in achieving 2 trillion USD exports by 2030. As of now, exports of services have reached 349 billion USD in the last financial year. Focus will surely be on the underperforming sectors while new measures will be undertaken to enhance growth of exports in sectors performing well.

SEPC is now closely working with State Governments to play critical role as catalyst in their efforts to focus on services sectors. Very recently SEPC and Government of Maharashtra, Directorate of Industries has signed MoU for collaborations on promotion of services sector from the States. Very soon framework for Export Awards on services sector will be instituted by SEPC and Maharashtra Government. On Medical Value Tourism and Healthcare services SEPC and Government of Tamil Nadu is jointly organising "Sanjeevani" an exhibition and RBSM supported by Ministry of Commerce and Industry. SEPC will be undertaking slew of activities on healthcare sector in Tamil Nadu. In next few months we would be informing you about new collaborations with States.

SEPC and Ministry of MSME, Government of India and SEPC has signed MoU wherein SEPC's role will be as implementing agency for provisions under International Co-operation Scheme of the Ministry of MSME. SEPC is working with Ministry of MSME and NSIC on new areas for future collaboration.

You are already aware of the work being undertaken by SEPC with the support of Ministry of Information and Broadcasting, Govt of India. SEPC is one of the key organisations working on positioning of India as content hub of the world. Ministry of Information and Broadcasting is supporting MIPCOM and numerous other events

globally. SEPC will be organising India Pavilion with support from Ministry of Information and Broadcasting, Govt of India in MIPCOM to position India as Content Hub of The World. MoC is also supporting this initiative. We are expecting over 80 companies participating in this initiative.

Like wise SEPC is working closely with other line Ministries in Central Government on sectors like entertainment (including AVGC), Healthcare, Education, Engineering services and tourism. We are having series of Conclaves and Conferences coming up on these sectors besides, International Exhibitions. Very recently we organised India Pavilion in ATM, Dubai. On IT/ITes, we would be participating in GITEX at Dubai. You are already aware of participation of large number of Indian Institutes and Universities in GETEX- a premier exhibition and platform to network in Dubai in order to mobilise admissions from overseas as envisaged under Internationalisation of Higher Education in NEP-2020. This was followed up by an interaction with Student Counsellors in Dubai. SEPC is under discussion with NSDC and its partner organisations to work on courses in Higher Education under skilling and education initiatives. Please keep track of these information which is being disseminated through our regular circulars and updates on SEPC's portal.

SEIS had been one of the major incentives which members derived by being the members of SEPC. A perception prevailed that association of members was only limited to SEIS incentives. SEPC was only seen as gateway to avail those incentives. Moving beyond SEIS, I would urge everyone to perceive SEPC as one of nodal organisation in your entire export value chain. SEPC intends to serve the industry by providing services like market information, policy intervention, export development and export promotion.

We have been pursuing Ministry of Commerce and Industry to provide sector specific incentives as alternative to SEIS. Taking note of the significance of Services sector exports, the goal to achieve 1 trillion USD services exports by 2030 and the vision to become developed nation by 2047, Ministry of Commerce and Industry is evaluating numerous ways to support the industry. As alternative to SEIS, the major support would be through market access initiatives, global brand building, facilitating outreach to emerging markets, negotiating trade barriers and regulatory bottlenecks in FTAs and requisite infrastructural support. Moving beyond duty scrip-based incentives on net forex, Govt is looking towards providing a far reaching enabling and facilitating support towards export development and competitiveness. SEPC has been seeking sector specific inputs on these lines. In recent times, SEPC has been seeking your feedback on regular basis. We are soon going to present Vision Document to Ministry of Commerce and Industry.

You are all aware of MAI scheme. For the first time, members of SEPC participating in international events under India Pavilion and BSM organised by SEPC have been given to and fro economy class airfare (subject to guidelines on eligibility under MAI scheme). These are benefits which MSME members can derive as SEPC member. MoC has increased the number of approved events for SEPC under MAI. The service sector is very much in the focus of this scheme. SEPC has worked very closely with MoC to get the support of re-imburement on any regulatory compliance needed for exports in global market. Members are requested to reach out to SEPC for such benefits under MAI scheme.

SEPC plans to organise Global Conclaves on Engineering Services, Education Services, Tourism and Hospitality, Healthcare in next few months. We had recently organised Conclave on Legal Sector which was very well supported by leading Legal Firms, and Ministry of Law and Justice, Department of Legal Affairs. We organised Atithi - a new initiative in RBSM format on inbound tourism as co-located event with Sattu. We organised Sanjeevani - an expo on MVT and we would be organising the next edition of the same in September 2024. We are going to have institutionalise Exports Awards in Services very soon. On Services Trade Data, SEPC is working with DGCI&S.

Understanding the need to sustained outreach across India, forging alliances with Associations/Chambers globally, developing close working relationship with State Governments & Line Ministries, carryout initiatives in all services sector, we have strengthened our team in the secretariate.

As Chairman of the Council, I urge everyone of you to keep providing sectoral inputs, participate in our domestic and global events. Your association is very much valuable in our quest to serve the sectors and play a significant catalytic role as envisaged by Ministry of Commerce and Industry while establishing the Council.

With best regards



Karan Rathore
Chairman