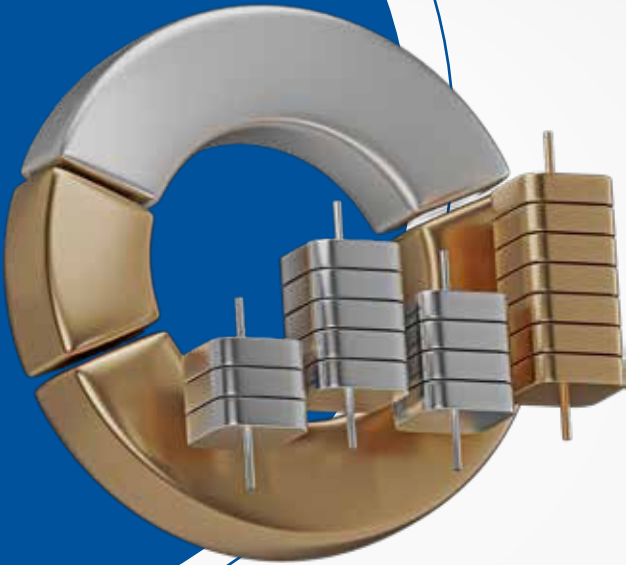




CII
Market
Facilitation
Services



Confederation of Indian Industry



CII MSME Export Helpdesk

An MSME-focussed export-oriented initiative by CII's Market Facilitation Services (MFS) Division

About MFS

The MFS division was launched in 2019 as a fee-based trade and investment consultancy service, with the remit to undertake bespoke company- and product-specific projects on export markets, sectoral analysis and market entry advisory, for inbound as well as outbound companies.

The MFS Differentiator

- MSMEs being the heartbeat of India's fast-paced growth are a special focus area for the MFS desk. ***Our desk offers high-value tailor-made export facilitation services at affordable prices, specifically for MSMEs.***
- Starting this year, we are launching a dedicated **MSME Export Helpdesk** – a query-based platform enabling complete and swift **resolution of all export-related queries** and **offering potential buyer connects** to support MSMEs in navigating export markets effectively.

Services for MSMEs

- Export Readiness Assessment (ERA)
- HS6 product exports' potential/competitiveness
- Identification of top export target markets for MSMEs
- Import trends' analysis for target countries
- Tariff analysis
- Shipment data analysis (values and volumes) for MSMEs
- Port analysis
- Shipment time
- Carbon footprint (CO2 emissions well-to-wheel)
- Export documentation
- Export pricing estimation
- List of sectoral exhibitions and trade fairs in target countries
- Contacts of potential buyers/customers for MSMEs
- Assessment of shipping costs such as:
 - Freight cost
 - Documentation charges
 - Delivery charges
 - Terminal handling charges
 - Customs clearance charges
 - Insurance cost, etc.

Note: Additional research and advisory services are also offered at a commensurate fee. These include:

- | | | |
|-----------------------------------|---|--|
| • Target countries' assessment | • Location and market entry advisory | • Sectoral/product market analysis |
| • Information on NTMs* and NTLs** | • Operational cost benchmarking studies | • Sectoral SWOT analysis |
| • Market feasibility reports | • Stakeholder and competitor profiling | • PESTLE^ analysis |
| | | • Regulatory and policy insights, etc. |

* Non-Tariff Measures; ** National Tariff Lines; ^ Political, Economic, Social, Technological, Legal and Environmental



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Benefits for MSMEs

- › Global trade intelligence
- › Market penetration
- › Tailored research at affordable costs
- › Access to new markets
- › Global reach to government and business stakeholders
- › Product-market fitment from a global trade perspective
- › Export route mapping
- › Competitor sizing
- › Potential supply chain costs' estimation
- › End-to-end handholding and liaisoning
- › Operational cost optimisation
- › Holistic solutions on all export-related queries
- › Business growth prospects through ready lists of global potential buyers

CII MSME Helpdesk Annual Cost

CII Members

INR 24,000+ applicable taxes, includes 5 queries and 15 buyer contacts per month

Non-members

INR 48,000+ applicable taxes, includes 5 queries and 15 buyer contacts per month

Unused queries can be carried forward for two months

For more details on the MSME Export Helpdesk, please visit

mfs.cii.in/MSME_export_helpdesk.html



To know more scan QR code

MFS Credentials



USA

Investor Targeting Project



Egypt

Sectoral Analysis Report



Vietnam

Market Entry Advisory Report



Indonesia

Export Market Assessment & Sectoral Analysis Report

Why CII?



Largest industry organisation in India



70 regional offices in India



Institutional partnership with **300** counterpart organisations in **100** countries



Industry connect with **9,000+** members



8 overseas offices — Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, USA



12 Centres of Excellence

**Unlock Global Markets with Expert Insights.
Connect with CII MFS Today!**

✉ mfs@cii.in  mfs.cii.in

To know more scan QR code



For any queries pertaining to the MSME Export Helpdesk, you can also join us for an **Open House Discussion Forum** at the **CII Gurugram office** (Plot No. 249-F, Udyog Vihar, Phase IV, Sector 18 Gurgaon-122015, Haryana) from 11am-4pm on the first Wednesday of every month