MFS Market Facilitation Services

CII Confederation of Indian Industry

CII Market Facilitation Services (MFS)

Framework for Effective Utilisation of India's Free Trade Agreements (FTAs)

Unlock the Full Potential of India's FTAs

In **three-and-a-half years**, India has concluded **nine landmark FTAs** — covering **38 countries** and nearly **two-thirds of global GDP**. India's expanding network of FTAs offers significant opportunities for Indian businesses through increased exports, market diversification, stronger supply chains, and integration into global value chains.

As the trade and investment consulting arm of CII, MFS will serve as a strategic implementation partner in FTA utilisation by providing end-to-end support. CII-MFS delivers the **company- and product-specific market intelligence**, **competitiveness assessment** and **business facilitation**, through outcome-driven insights, enabling enterprises in translating FTA provisions into tangible commercial outcomes.

CII-MFS Facilitation Framework for FTA Utilisation

1 Enterprise Assessment and Opportunity Identification

- Identify products eligible under relevant FTAs, assess export readiness, evaluate existing capabilities and recommend the most suitable FTA markets.

Outcome: Cutomised FTA-aligned Export Readiness Assessment.

2 Product and Market Prioritisation

- Identify high-potential export markets through demand assessment, tariff analysis in FTA countries, market trends, destination market analysis (local supply, imports), destination markets' competitor benchmarking and HS Code-level product-market mapping.

Outcome: Identification of export markets with quantified opportunities.

3 FTA Benefit and Compliance Advisory

- Provide guidance on tariff concessions, Rules of Origin, technical regulations, product-specific rules, Sanitary and Phytosanitary (SPS)/Technical Barriers to Trade (TBT) measures; origin, import and other necessary documentation.

Outcome: Enterprise-specific FTA Compliance Roadmap.

4 Export Readiness and Gap Assessment

- Evaluate target market readiness based on product quality and standards, packaging and labelling, manufacturing capacity, supply chain, logistics, and overall competitiveness on product technology, quality, certifications and cost.

Outcome: Export Readiness Plan.

5 Market Entry Strategy

- Develop a go-to-market strategy covering target customers, distribution channels, pricing assessment, market positioning, market access, regulatory considerations and export promotion opportunities.

Outcome: Country-specific Market Entry Strategy.

6 Buyer Identification and Business Facilitation

- Facilitate business matchmaking, buyer/importer/technical partner identification, trade delegations and participation in exhibitions.

Outcome: Relevant business leads and international market connections.

7 Export Expansion and Diversification

- Support product & market expansion and diversification, supply chain optimisation, global value chain integration, continuous competitiveness improvement and long-term export growth strategy.

Outcome: Sustainable export growth through effective utilisation of India's FTAs.

Expected Outcomes

- Faster manufacturing sector growth
- Improved export readiness across sectors
- Enhanced compliance with FTA provisions
- Access to new international markets
- Stronger SME participation in global trade
- Export diversification & global value chain integration
- Increased manufacturing as a percentage of GDP

Translate India's FTA Framework into Measurable Competitive Advantage.
Connect with CII MFS Today!

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