

# CII Market Facilitation Services (MFS)

**Expand. Penetrate.  
Diversify. Optimise.**

## Who We Are?

CII's Market Facilitation Services (MFS) offers fee-based, bespoke trade and investment facilitation services spanning company- and product-specific market intelligence, sectoral analyses, market entry advisory, and operational cost optimisation, for both inbound and outbound companies. MFS enables Indian and global companies to **expand, compete, and succeed across domestic and global markets.**

## Why CII-MFS?

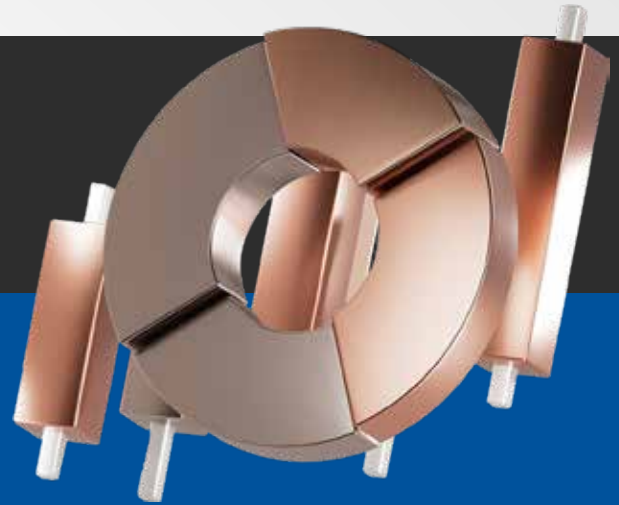
- Global Trade Intelligence
- Data-driven, research-backed actionable insights
- In-depth sectoral analysis
- Client-centric customised solutions aligned with strategic goals
- Deep-rooted industry & government networks spanning domestic and global markets

## Who Should Engage?

- **Exporters** entering **new geographies**
- **Importers** evaluating **source-country diversification**
- **Companies** expanding **international footprint**
- **Firms** exploring **new product lines**
- **Businesses** seeking **operational cost optimisation**

## What We Do?

- 1 Market Diversification**
  - Identify optimal markets through detailed import and export assessments.
- 2 Market Penetration**
  - Scale and deepen market presence with incisive market research and sector-focused insights on market size, competition & viable locations.
- 3 Market Entry**
  - Expand globally with focused go-to-market strategies and actionable intelligence, including market sizing, product-market fitment, competitor analysis, location advisory, supply chain assessment, and regulatory insights.
- 4 Product Diversification**
  - Explore new product opportunities through market demand evaluation and product-market fit assessment.
- 5 Trade & Policy Advisory**
  - Maximise trade competitiveness with information on relevant FTAs, tariffs, NTMs/NTLs, and supply chain optimisation.
- 6 Partner Search & Business Matchmaking**
  - Connect with potential partners for strategic collaborations and buyers for business growth through relevant contacts.
- 7 Operational Cost Benchmarking**
  - Optimise operational cost competitiveness through a detailed multi-factor analysis at a national-, sectoral- and peer-level.



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

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