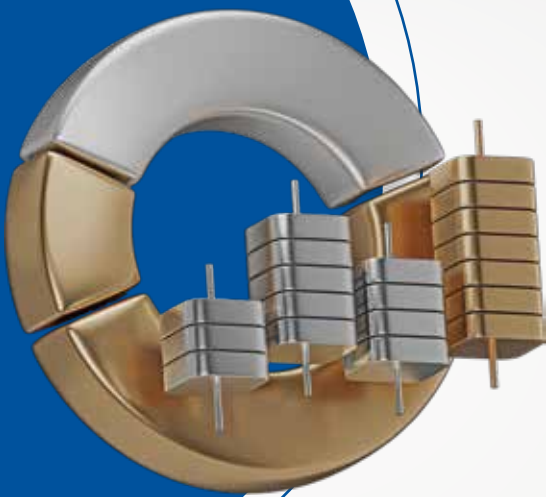




CII
Market
Facilitation
Services



Confederation of Indian Industry



CII Market Facilitation Services (MFS)

One-Stop Solution for Market Intelligence and Operational Excellence

About MFS

CII's Market Facilitation Services (MFS) desk was launched in 2019 with an endeavour towards building the Global Indian Corporation. As a fee-based trade and investment consultancy service, the remit of MFS is to undertake bespoke company- and product-specific projects on export markets, sectoral analyses and market entry advisory, for inbound as well as outbound companies.

Services we offer

- › Export market assessment at HS6 level
- › Identification of importing countries
- › Comparison with export-competitor countries
- › Shipment data analysis (values and volumes)
- › Potential supply chain network mapping
- › Port analysis
- › Shipping costs' assessment
- › Tariff analysis
- › Information on NTMs* & NTLs**
- › Target countries' assessment
- › Export pricing estimation
- › Market feasibility reports
- › Sectoral/product market overviews
- › Sectoral SWOT analysis
- › PESTLE^ analysis
- › End-use sector trends and outlook
- › Identification of potential partners for collaborations
- › Prospective buyers' list
- › Stakeholder and competitor profiling
- › Location and market entry advisory
- › Regulatory and policy insights
- › Operational cost benchmarking studies

**Our coverage
as on date**

25+
Markets

60+
Products

20+
Sectors

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



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Benefits you get

- Global trade intelligence
- Market sizing, reflecting domestic and global demand-supply landscape
- Market penetration
- Access to new markets
- Product-market fitment from a global trade perspective
- Touchpoints in foreign markets
- Operational cost optimisation
- Global reach to government and business stakeholders
- Supply chain network assessment
- Supply chain costs' estimation
- Competitor sizing
- Business growth prospects
- Diversification/investment opportunities

Our Credentials



USA

Investor Targeting
Project



Canada

Investment Advisory
Report



Egypt

Sectoral Analysis
Report



Ethiopia

Market Entry
Advisory Report



Vietnam

Market Entry
Advisory Report



Indonesia

Sectoral Analysis
Report



The Netherlands

India Market
Entry Report



The Philippines

Market Entry
Advisory Report

Why CII?



Largest industry
organisation in India



70 regional offices
in India



Institutional partnership
with **255** counterpart
organisations in **102**
countries



Industry connect with
10,000+ members



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



12 Centres of Excellence

**Unlock Global Markets with Expert Insights.
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