

**Vivekanand College, Kolhapur (Autonomous)**

**Department of BBA**

**Subject- International Business**


*Topic- Export Promotion Council (EPC)*

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# Export Promotion Council (EPC)


- The export promotion is basically promoting, supporting and assisting firms in entering international market and achieving optimum opportunities from their international business activities and thereby encouraging exports in India.
- In order to provide guidance and assistance to an exporter, the government of India has set up several institutions, one of them is Export Promotion Council.
- This is an non-profit organization. And registered under Indian Companies Act.

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- It is financially supported by government of India.
  - These councils are also registered under the *Export Import Policy- 1997-2002*.
  - Each council is responsible for the promotion of a particular group of products and services.
  - This main aim is that, to project India's image in abroad as a reliable supplier of high quality goods and services.



# Objectives of EPCs-

1. To provide commercially useful information and assistance to their members in developing and increasing their exports.
2. To offer professional advice to their members in areas such as technology upgradation, quality and design improvement, standards and specifications, product development, innovation, etc.
3. To organize visits of representatives of its members abroad to explore overseas market opportunities.
4. To organize participation in trade fairs, exhibitions and buyer-seller meets in India and abroad.

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5. To promote interaction between the exporting community and the Government both at the Central and State levels
  6. To build a statistical base and provide data on the exports and imports of the country, exports and imports of their members, as well as other relevant international trade data.