



Confederation of Indian Industry

CII MARKET FACILITATION SERVICES

The Confederation of Indian Industry (CII) works towards enhancing competitiveness and creating business opportunities for industry through a range of specialised services and strategic global linkages. In this direction, a key initiative by CII was the launch of the Market Facilitation Services (MFS) in 2019, an endeavour towards building the Global Indian Corporation. MFS' strategic objective is to leverage CII's deep roots, long-standing alliances and extensive networks with global governments, businesses and chambers of commerce to offer targeted trade and investment services in the form of market research, intelligence and analyses.

CII's Market Facilitation Services (MFS) division lends an undeniable advantage by offering in-depth research, strategic analyses, and ability to reach out to government and business stakeholders in different geographies for generating business intelligence on overseas markets.

MFS is a fee-based, bespoke market research advisory platform offering a wide spectrum of services.

Assessment of Export Markets

- Research on business intelligence and strategic analyses of global markets to highlight product-level export potential
- Ready-to-use quantitative and qualitative analyses for international business strategy formulation and expansion

Market and Sectoral Analyses

- Customised market research on countries and sectors to help globalising Indian companies assess new geographies and market segments
- Structured analyses to highlight growth potential and addressable market size for sectors and products, sector-specific risks, and an understanding of competitive landscapes

Market Entry/Investment Advisory

- Advisory for companies looking at investing in global markets
- Comprehensive one-stop information on company incorporation, market segments, market trends, value chains, tax, and legal imperatives, etc., to facilitate go/no-go investment decisions

Potential Partner & Buyer Identification

- Assistance with identification of potential partners and buyers for products and services
- Significant time and cost savings in business development efforts with ready-to-use lists of potential buyers and partners

Representative Credentials

Canada F&B market entry advisory report

Market process outsourcing projects

Indonesia competitor analysis report

Philippines market entry advisory report

Egypt F&B market analysis report

Vietnam Market Entry Advisory Report

Ethiopia market entry advisory report

Indonesia pharmaceuticals manufacturing market analysis report

Assessment of export markets for engineering goods at the 6-digit HS code level

Technical partner search across the US and Europe for engineering goods company

Why CII

Largest industry organisation in India

Industry connect with **9000+** members

65 offices in all regions of India

8 offices overseas (Australia, Egypt, Germany, Indonesia, Singapore, the UAE, the UK and the USA)

Works on **policy advocacy** for a conducive investment climate

Institutional partnerships with **350** counterpart organisations in **133** countries

Supports enterprises in business development & competitiveness

CII is the ideal partner for companies looking at seamless integration in overseas markets.

For more information, please contact
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The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government, and civil society through working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for Industry.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. The premier business association has around 9000 members, from the private as well as public sectors, and an indirect membership of over 300,000 enterprises from around 286 national and regional sectoral industry bodies.

With 65 offices, including 10 Centres of Excellence in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian Industry and the international business community.

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