



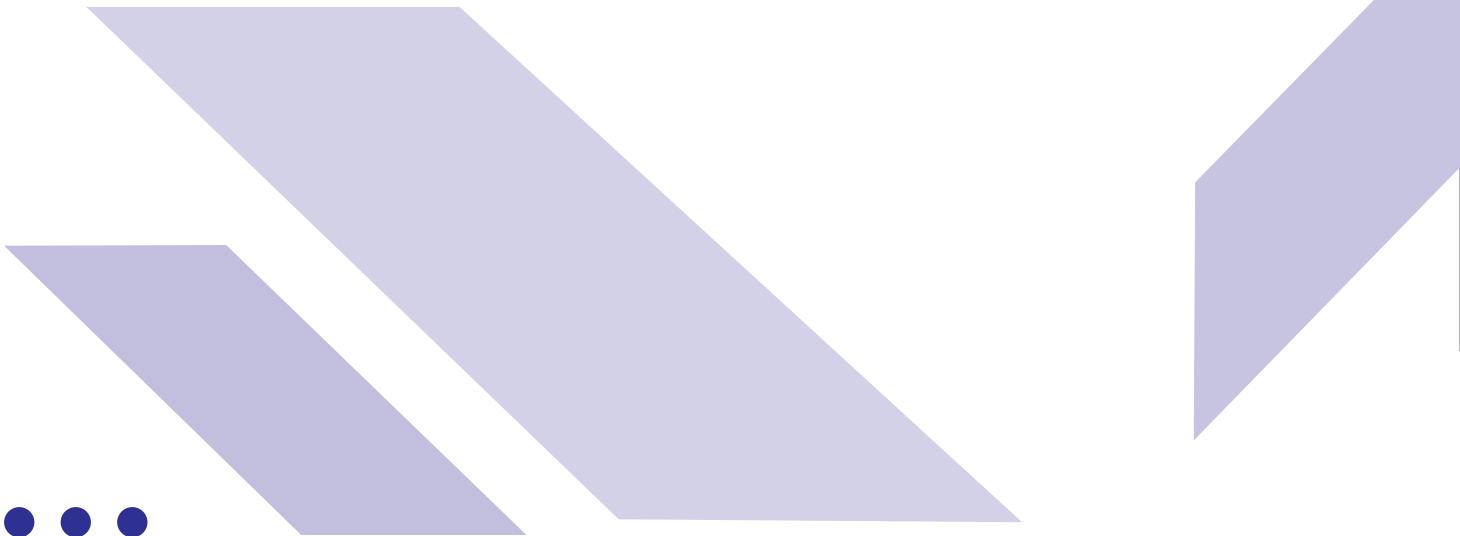
Confederation of Indian Industry

EXPLORE & EXPAND

TRADE AND INVESTMENT CONSULTANCY



CII MARKET FACILITATION SERVICES



The Confederation of Indian Industry (CII) — a non-government, not-for-profit and industry-led organisation — charts change by working closely with government on policy issues and interfacing with thought leaders on enhancing efficiency, competitiveness and 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 Market Facilitation Services (MFS) in 2019, an endeavour towards building the Global Indian Corporation and to support SMEs in exploring new markets.

MFS' strategic objective is to leverage CII's deep roots, international connects, longstanding alliances and extensive networks with global governments, businesses and chambers of commerce to offer targeted trade and investment facilitation services in the form of market research, intelligence and analysis.

A fee-based, bespoke market research service, a snapshot of the services offered by CII's MFS desk, along with credentials, are presented here.





As per the World Bank, the average contribution of international trade to India's GDP over last decade (2011–2020) was a substantial 45.7%. Further, exports accounted for an average of 21% of India's GDP over the same period. In value terms, India's total exports (merchandise & services combined) touched an all-time high of US\$ 669.65 billion during FY22.

The Ministry of Commerce and Industry is hopeful that Indian industry will ramp up efforts to accomplish the exports target of US\$ 2 trillion by 2027, with SMEs expected to play a critical role in this growth journey. In the investments space, too, India's overseas direct investments (ODI) have exhibited significant growth, rising from US\$ 8 billion in 2014–15 to US\$ 13.8 billion in 2021–22.



When it comes time to finding new markets for growth, the question isn't about when or how — it's about who and where. CII's MFS desk lends an undeniable advantage by offering in-depth research, strategic analysis, and ability to reach out to government and business stakeholders in different geographies for generating business intelligence and analysis on overseas markets.

OUR SERVICES

Assessment of Export Markets



Market and Sectoral Analysis



Market Entry and Investment Advisory



Partner & Buyer Identification



Project Financial Feasibility Advisory





● ● ● ASSESSMENT OF EXPORT MARKETS

Research on business intelligence and a strategic analysis of global markets to identify the export potential

Calculation of revealed comparative advantage (RCA) at 6-digit level to ascertain export potential

Shortlist of top importing countries using analytical frameworks such as shift-share analysis

Analysis of top export competitors, as well as comparison of India's exports' CAGR and competitors' exports' CAGR

Analysis of top importing countries' balance of trade

Analysis of tariffs levied on imports from India and from export competitor countries

Where imposed and available, list of non-tariff measures (NTMs) and import requirements

Where available, list of national tariff lines (NTLs) level to indicate customisations and specifications

Concluding analysis and macro overview of end-use industries

List of importing companies/buyers

OUR VALUE PROPOSITION

Research on business intelligence and strategic analysis of global markets to identify export potential of products at the 6-digit level



Ready-to-use quantitative and qualitative analysis for international business strategy formulation and expansion



● ● ● MARKET AND SECTORAL ANALYSIS

Customised market research on countries and sectors to assist globalising Indian companies

Country overview, including an assessment of socio-economic parameters

Sectoral overview

Market drivers and restraints

Market size and segmentation

Profiling of key stakeholders and competitors

Capital goods' sourcing trends

Trade and investment developments in the sector, including regulatory aspects

Sectoral SWOT analysis

Tariff analysis

Outlook and growth prospects

OUR VALUE PROPOSITION

Country- and sector-specific research with **structured analysis to highlight growth potential** and addressable market size for product/sector and sub-sectors/market segments



Valuable insights and **highlighting of sector-specific risks**, including an understanding of competitive landscapes



● ● ● MARKET ENTRY ADVISORY

Market entry/investment advisory reports for companies looking at entity incorporation or investing in identified countries

Country assessment, including political landscape and socio-economic trends and forecasts, PESTLE analysis

Sector/product market overview (market size and segmentation; major players and competitors; industry SWOT analysis), including sourcing and exports

Regulatory landscape, including taxation, visa regulations, labour laws, wage information, etc.

Identification, enumeration and assessment of possible business entity structuring options

Detailed information on regulations governing production, sale and import-export of goods, list of compliances and licenses required

Mapping of logistics and supply chain networks and costs involved

End-use sector trends and outlook

OUR VALUE PROPOSITION

Investment advisory for companies with country and sector specifics, **insights on policy and regulations**



Comprehensive, **one-stop information on countries** and sectors which can help facilitate go/no-go decisions



● ● ● PARTNER/BUYER IDENTIFICATION

To assist companies interested in exploring partnership options in identified countries, or in identifying buyers for products and services

List of importers/buyers for exporting companies

Identification of potential partner firms, including preparation of in-depth company profiles

Company profiles include general background, product portfolio, financial data and list of key officials

OUR VALUE PROPOSITION

Significant time and costs savings in business development efforts with **ready-to-use lists of buyers/partners with relevant contact details**



● ● ● PROJECT FINANCIAL FEASIBILITY ADVISORY

To assess financial feasibility for companies investing in projects in global markets

Detailed financial models using parameters and assumptions on capex, opex, marketing costs, revenues, taxation, etc., to assess financial viability of projects

Arrive at key profitability indicators, such as internal rate of return (IRR), return on equity, net present value, etc., for assessing financial viability of projects

Deploy tools for data visualization for converting business/financial data into interactive dashboards

Enumerate critical risk factors affecting project viability

OUR VALUE PROPOSITION

Excel-based financial model providing insights for business decision-making



In-built flexibility to perform scenario analysis



REPRESENTATIVE CREDENTIALS



1. Canada
F&B investment
Advisory
Report

2. Egypt
F&B Market
Analysis
Report

3. Ethiopia
Market Entry
Advisory
Report

4. Indonesia
Pharmaceuticals
Market Analysis
Report

5. South Africa
Market Entry
Advisory
Report



Confederation of Indian Industry

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 advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with over 9000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 294 national and regional sectoral industry bodies.

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. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India marches towards its 75th year of Independence in 2022, CII, with the Theme for 2021-22 as Building India for a New World: Competitiveness, Growth, Sustainability, Technology, rededicates itself to meeting the aspirations of citizens for a morally, economically and technologically advanced country in partnership with the Government, Industry and all stakeholders.

With 62 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 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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for further details on availing the services of the MFS desk