



# CII MSME Export Helpdesk

An MSME-focussed export-oriented initiative by CII's Market Facilitation Services (MFS) Division

## About MFS

The MFS division was launched in 2019 as a fee-based trade and investment consultancy service, with the remit to undertake bespoke company- and product-specific projects on export markets, sectoral analysis and market entry advisory, for inbound as well as outbound companies.

## The MFS Differentiator

- › MSMEs being the heartbeat of India's fast-paced growth are a special focus area for the MFS desk. **Our desk offers high-value tailor-made export facilitation services at affordable prices, specifically for MSMEs.**
- › Starting this year, we are launching a dedicated **MSME Export Helpdesk** – a query-based platform enabling complete and swift **resolution of all export-related queries** and **offering potential buyer connects** to support MSMEs in navigating export markets effectively.

## Services for MSMEs

- › Export Readiness Assessment (ERA)
- › HS6 product exports' potential/competitiveness
- › Identification of top export target markets for MSMEs
- › Import trends' analysis for target countries
- › Tariff analysis
- › Shipment data analysis (values and volumes) for MSMEs
- › Port analysis
- › Shipment time
- › Carbon footprint (CO2 emissions well-to-wheel)
- › Export documentation
- › Export pricing estimation
- › List of sectoral exhibitions and trade fairs in target countries
- › Contacts of potential buyers/customers for MSMEs
- › Assessment of shipping costs such as:
  - Freight cost
  - Documentation charges
  - Delivery charges
  - Terminal handling charges
  - Customs clearance charges
  - Insurance cost, etc.

Note: Additional research and advisory services are also offered at a commensurate fee. These include:

- |                                   |   |  |
|-----------------------------------|---|--|
| • Target countries' assessment    | • Location and market entry advisory    | • Sectoral/product market analysis     |
| • Information on NTMs* and NTLs** | • Operational cost benchmarking studies | • Sectoral SWOT analysis               |
| • Market feasibility reports      | • Stakeholder and competitor profiling  | • PESTLE <sup>^</sup> analysis         |
|                                   |   | • Regulatory and policy insights, etc. |

## Benefits for MSMEs

- › Global trade intelligence
- › Market penetration
- › Tailored research at affordable costs
- › Access to new markets
- › Global reach to government and business stakeholders
- › Product-market fitment from a global trade perspective
- › Export route mapping
- › Competitor sizing
- › Potential supply chain costs' estimation
- › End-to-end handholding and liaisoning
- › Operational cost optimisation
- › Holistic solutions on all export-related queries
- › Business growth prospects through ready lists of global potential buyers

## CII MSME Helpdesk Annual Cost

### CII Members

**INR 24,000+** applicable taxes, includes 5 queries and 15 buyer contacts per month

### Non-members

**INR 48,000+** applicable taxes, includes 5 queries and 15 buyer contacts per month

Unused queries can be carried forward for two months

For more details on the MSME Export Helpdesk, please visit

[mfs.cii.in/MSME\\_export\\_helpdesk.html](https://mfs.cii.in/MSME_export_helpdesk.html)



To know more scan QR code

## MFS Credentials



**USA**

Investor Targeting Project



**Egypt**

Sectoral Analysis Report



**Vietnam**

Market Entry Advisory Report



**Indonesia**

Export Market Assessment & Sectoral Analysis Report

## Why CII?



**Largest** industry organisation in India



**70** regional offices in India



Institutional partnership with **250** counterpart organisations in **100** countries



Industry connect with **9,000+** members



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



**12** Centres of Excellence

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

✉ [mfs@cii.in](mailto:mfs@cii.in)  [mfs.cii.in](https://mfs.cii.in)

To know more scan QR code



**Need Queries Answered & Strategies Outlined?**

Join us for the CII MSME Export Helpdesk **Open House** | **First Wednesday of Every Month, 11am to 4pm**  
@ CII Gurgaon Office, 249-F, Udyog Vihar Phase IV, Sector 18, Gurgaon — 122 015