

## GOA GOVT SIGNS MoU TO PROMOTE GOAN EXPORTS

**Panaji: August 29, 2022**

The Directorate of Industries, Trade, and Commerce, Government of Goa, in its efforts to increase exports from Goa has signed a Memorandum of Understanding (MoU) with Navaties Solutions Pvt Ltd to promote Goan exports in the areas of both products/merchandise/goods or services and increase the export revenue for the state. The purpose of this MoU is to allow and support the industries from the state towards executing the activity of increasing their export revenue by identifying the sectors of importance and supporting Goan businesses via the company with necessary data analytics, market intelligence and helping them to find buyers/importers to increase their exports.

The company Navaties Solutions Private Limited having its registered office in Bengaluru has an expertise in data analytics, technology and engagement tools that shall help Goan businesses to understand the new market availability, analyse which markets have better potential and also to find buyers/importers to find new or international markets to existing exporters or businesses who wish to export.

Under the scope of this MoU both the company and the Government shall work towards: Identifying the sectors which are currently exporting, identifying the potential industries/businesses who are currently exporting or have the potential to export, create events, meets, programmes that helps Goans to understand the export market and the opportunities it brings, provide necessary knowledge and engagement to increase exports, provide support to identify the new markets, provide setup support, marketing support and transaction support where necessary, The MoU will support trade bodies and Government bodies align activities towards exports and will help any activity that will enable and improve exports from the State of Goa

The move comes at the backdrop of the Government's efforts to boost employment in the State in the private segment by increasing business from the State. In this effort, the Government of Goa has been focussing on cutting red-tapism and improving Ease of Doing Business (EoDB) in the State. This has seen the State jump eight ranks in the latest EoDB rankings published by the Ministry of Commerce, Government of India. With the MoU, it is expected that more and more businesses based in Goa will be provided the much-needed expertise and technical support to find new markets for their products and services.

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