



# World Trade Center Bhubaneswar E-Newsletter

## Doing Global Business

Vol.7 – Issue 2, March- April 2021

### From the Desk of Director

The Business Year 2020-21 Ended With A Dose of Positive Rebound For MSMEs in Odisha. With February witnessing everything in digital medium, March was the month to do the business in the very real form. WTC Bhubaneswar participated in the MSME Trade Fair 2021 & was pivotal in setting up the Women Pavilion with around 20 number of Stalls for the budding Women Entrepreneurs in the state.

WTC Bhubaneswar celebrated the International Women's Day on March 8 by conducting a seminar on "Women's Era in Entrepreneurship" in association with Department of Micro Small and Medium Enterprises (MSME), Government of Odisha. The Seminar was conducted to encourage the Women Entrepreneurs in the state to challenge every barrier & emerge as winner in their respective area of expertise.

In our constant Endeavour towards promoting Entrepreneurship, WTC Bhubaneswar conducted a Boot Camp in association with Atal Incubation Center, Nalanda Institute of Technology Foundation, Bhubaneswar & Odisha Corporate Foundation, to organize a Start-up Boot Camp for women-led start-ups at IED, Odisha. The Start-ups were guided through early stage of Ideation, Traction, Prototype Development & how to have an operational setup across multiple sectors.

With the new financial year starting, WTC Bhubaneswar conducted a seminar with the Office /of the Chief Commissioner Central GST and Customs Bhubaneswar Zone for a smooth facilitation of GST Payments & interacting with the taxpayers to help resolve the issues faced. The session was an extension to celebrate "Azaadi ka Amrut Mahotsav – A Taxpayer facilitation measure".

In March 2021 Engineering exports registered a substantial growth of around 68 percent while in case of merchandise trade it recorded a 60.29 percent rise over March 2020 & the share of India's engineering exports to its top 25 nations accounted for 75.8 percent of India's total engineering exports in April-March 2021. This significant high share is indicative of the dependence of India's engineering export on the traditional markets. MSMEs being the major contributor to the engineering products, WTC Bhubaneswar in association with Engineering Export Promotion Council of India organized an online training program on the basics of how to export.

This issue carries an introduction to World Trade Centre Tacoma with an objective to get you familiarised with their focus areas and services. We also continue our effort to bring new insights through the Know Your Entrepreneur.

Happy Reading!

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Activities March 2021

# WTC Bhubaneswar Celebrates International Womens Day

World Trade Center Bhubaneswar celebrated International Women's Day on March 8, 2021 by conducting a seminar on "Women's Era in Entrepreneurship" in association with Department of Micro Small and Medium Enterprises (MSME), Government of Odisha.

The seminar focused on bringing Women Entrepreneurs & SHGs to the main stream business & encouraging women to break barriers in getting into diverse sectors but also motivating that nothing is impossible if we set our mind.

The seminar was inaugurated by Mr. Satyabrata Sahu, IAS, Principal Secretary, Department of MSME, Government of Odisha..... [READ MORE](#) →



Activities March 2021

# WTC Bhubaneswar Participates In Odisha MSME Trade Fair 2021

World Trade Center Bhubaneswar participated in the 9th Edition of the Odisha MSME Trade Fair. Odisha MSME International Trade Fair 2021 focused on the theme “Celebrating Entrepreneurship Week”.

WTC Bhubaneswar organized a special pavilion of women entrepreneurs at the fair which attracted over ten women entrepreneurs doing business in handicrafts, handlooms, corporate services, Ayurveda and wellness solutions, travel and tourism, processed food etc. to showcase their products at the fair.... [READ MORE](#) →



Activities April 2021

# Webinar on Trade Facilitation – GST & Customs

World Trade Center Bhubaneswar associated with the Office /of the Chief Commissioner Central GST and Customs Bhubaneswar Zone to observe “Azaadi ka Amrut Mahotsav – A Taxpayer facilitation measure”.

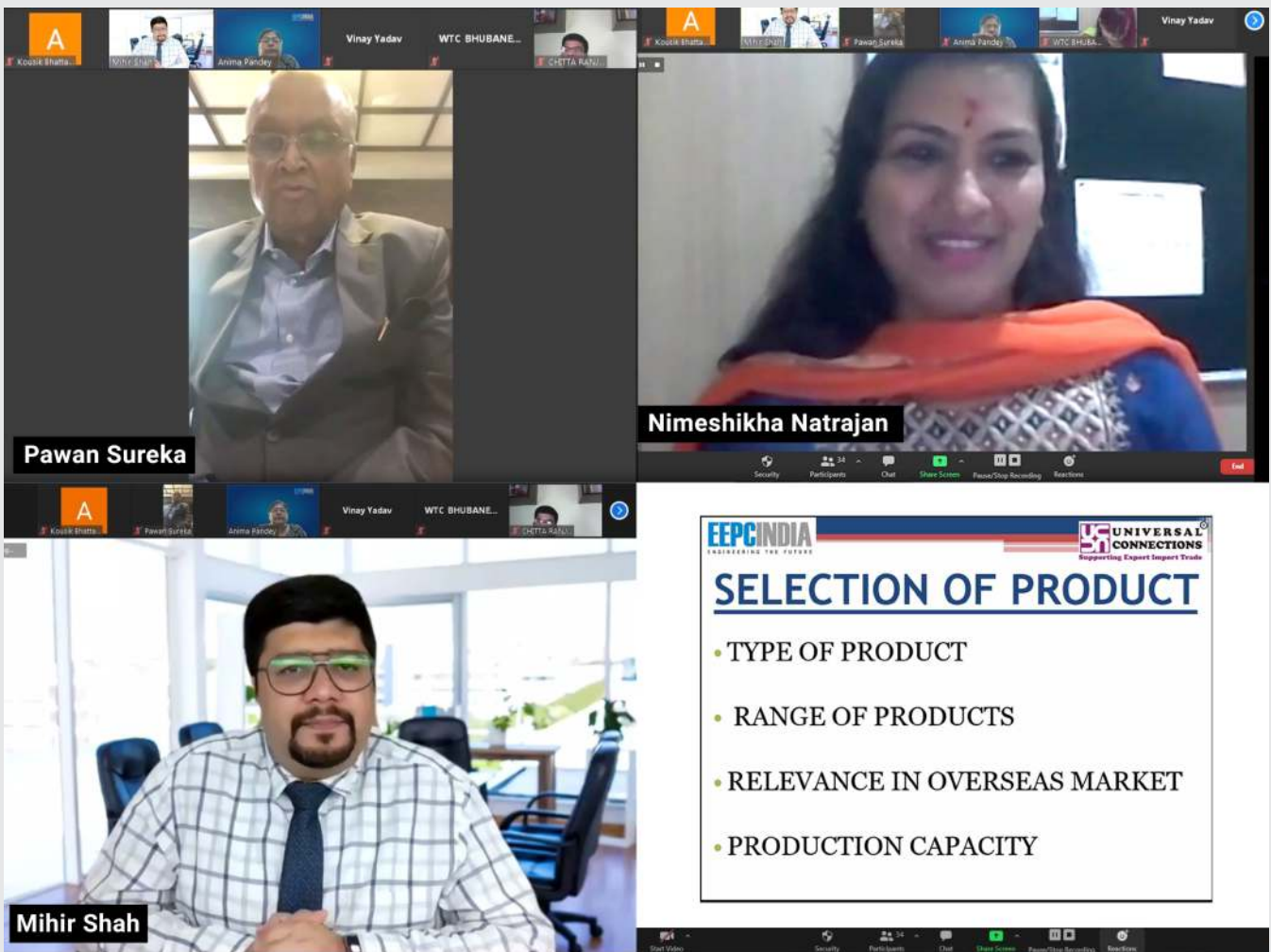
Mr. R. Manga Babu, IRS Chief Commissioner of Central GST & Customs Bhubaneswar Zone addressed the program as Chief Guest. While delivering the inaugural address he spoke about the Azaadi ka Amrut Mahotsav program and also acclaimed the trade friendly measures being taken by the Central Government in improving the MSME climate of the nation.... [READ MORE](#) ➔



# WTC Conducts Training Program Conducted On Exports

World Trade Center Bhubaneswar in association with Engineering Export Promotion Council of India organized an online training program on the basics of how to export. The training program aimed at enhancing the knowhow of the MSMEs that are ready to export their products.

Mr. Pawan Sureka, Convener, EEPIC India Cuttack (Odisha) Chapter presented the welcome address where he highlighted the various endeavours taken by the Council in order to promote exports from the country and handhold the exporters and further strengthen their operations in the international markets..... [READ MORE](#)



# Introducing World Trade Centre TACOMA

The World Trade Center Tacoma is the largest membership-based trade organization in the Pacific Northwest. It has more than quintupled its own membership in recent years, making it the fastest growing World Trade Center in North America during this period. They help local businesses succeed in the global market. As a trade association for exporters, importers and service providers, and supported by the private and public sectors via memberships, sponsorships and contracts.

## FACILITIES

- Conference / Exhibition Center
  - Office Building / Tower
  - Temporary Office Space
- Member / Dining Club Facility

## TRADE SERVICES

- Group Trade Mission
- Trade Information / Market Research
- Education & Knowledge Creation
  - Event Management
- Business Management & Professional Services

## SPECIALIZING IN

- Trade research, referral, and business matchmaking
- Trade consulting for both exporters and importers
  - Inbound and outbound trade missions
- Chinese business and foreign direct investment

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## COUNTRY OVERVIEW

**Location:** North America between Canada and Mexico.

**Population:** 325,365,189 (September 2017 est.)

**Capital:** Washington, D.C

**Currency:** United States dollar (\$)

**Export-commodities:** Soybeans, Corn, other feeds & Fodder, Wheat, Beef, Almonds, Pork, Cotton, Chickens, Essential Oils

**Import-commodities:** Import Commodities: : Electrical machinery, Machinery including computers, Vehicles, Mineral fuels including oil, Pharmaceuticals, Optical, technical, medical apparatus, Gems, precious metals, Furniture, bedding, lighting, signs, prefab buildings, Organic chemicals

# Cultural Highlight

## Rukuna Ratha Jatra

The Srilingaraja's Ratha Jatra is one of the most famous Ratha Jatra festivals in Odisha & is celebrated with utmost gaiety in Bhubaneswar Lingaraj Temple.

Bhubaneswar which is also known as City of Temple, has been the core center of Shaivism from very ancient period. And the Lingaraja temple is viewed as the school of Kalingan Architecture, who date back the worship of Lingaraja to at least 1500 years ago. Hence we can say, Lingaraja's Ratha Jatra is very ancient.

The Legend or the origin of the festival is associated with the Ramayana. When the war broke between Lord Rama and Ravana, Lord Rama came to know that Goddess Kali was on Ravana side and was acting like protective armour to him. Lord Rama prayed Goddess Kali and demolished Ravana. He then brought back his spouse Sita. As part of Celebration, he then took out Lord Shiva and Goddess Kali to a procession in a Chariot (Rath) called Rukmini or **Rukuna Rath**

The chariot is 35 feet high and about 20 feet wide. It has four wheels of 6 feet in diameter. The chariot is decorated with four horses, a divine throne, a golden kalash, a sixteen karamandalas, four gates, twenty-one chhayas and a flag adorned with a trishula (Trident). The Chariot is draped in yellow, red, white and blue cloth and the chariot is formally established on the eve of Ashokastami.

In the middle of the chariot are Rukmini, Chandrashekhar on the right and Basudev on the left. Then the chariot race begins. After the chariot is finished, the chariot goes and stays at the Rameshwar temple near Mausima 'Chowk. Lord Lingaraj stays there for five days and returns to his temple. The Ashokasthmi festival is also celebrated for the purpose of Neelkantheshwar Deva of Chakradharpur under Kapileshwar, the head of Dia village near Nirakarpur and the sixteenth administration of Puri district, near Nirakarpur.

This Festival attracts tourists all over the World & being the oldest Car Festival, its history goes back to 11th Century that attracts historians to witness this unique culture once in a year.



# Know the Entrepreneur

## The Organic Lifestyle

Ahoma is A Health & Wellness Brand Offering Essential Oils, Organic Teas & Many More Beauty and Wellness products to offer.

Being from the land of Ayurveda, AHOMA products are inspired from the science of Ayurveda that uses essential oils for curing small & big ailments without any side effects. Ayurveda & Aromatherapy forms the foundation of all the products manufactured by Ahoma.

Being awarded as the Best Entrepreneur award for two consecutive years, AHOMA continues to work with the same zeal & continues to diversify its business globally.

During this pandemic, Ahoma collaborated with micro influencers to spread awareness about essential oils and diversified the product range into more home and personal care.

## Upcoming Events

June

### **GLOBAL EXHIBITIONS DAY 2021**

**Link to Register:** <https://www.wtca.org/events/global-exhibitions-day-2021>

### **DOING BUSINESS IN GERMANY AND COMMUNICATING**

**Link to Register:** <https://www.wtca.org/events/doing-business-in-germany-and-communicating>

### **WTCA TRADE SERVICES EMEA MAC MEETING**

**Link to Register:** <https://www.wtca.org/events/wtca-trade-services-emea-mac-meeting>

### **UFI EUROPEAN CONFERENCE 2021**

**Link to Register:** <https://www.wtca.org/events/ufi-european-conference-2021>

### **INTERNATIONAL HUMAN RESOURCES INTEREST GROUP**

**Link to Register:** <https://www.wtca.org/events/international-human-resources-interest-group--2>

### **UN TRADE FORUM 2021**

**Link to Register:** <https://www.wtca.org/events/un-trade-forum-2021--2>

### **UN GLOBAL COMPACT LEADERS SUMMIT 2021**

**Link to Register:** <https://www.wtca.org/events/un-global-compact-leaders-summit-2021>

### **EUROPEAN DEVELOPMENT DAYS 2021**

**Link to Register:** <https://www.wtca.org/events/european-development-days-2021>

### **START-UP OPPORTUNITY AT VIVATECH 2021**

**Link to Register:** <https://www.wtca.org/events/start-up-opportunity-at-vivatech-2021>

### **2021 GLOBAL FORUM FOR RESPONSIBLE MGMT EDUCATION**

**Link to Register:** <https://www.wtca.org/events/2021-global-forum-for-responsible-mgmt-education>

### **GLOBAL TRADE VIRTUAL WEEK**

**Link to Register:** <https://www.wtca.org/events/global-trade-virtual-week>



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