**What is the meaning of Export Promotion?**

From finding buyers to understanding markets to accessing subsidies and incentives, there are several functions that may be daunting for a new exporter. It means that the role of government bodies have an impact on the export performance of the economy. Fortunately, you can get assistance for many of these activities from industry bodies, including government-approved ones called Export Promotion Councils.

**What is Export Promotion Council?**

Export Promotion Councils are government-initiated authorities that promote and support export firms in developing their overseas trade and presence by providing technical and industry insights. Additionally, EPCs also promote government schemes, act as a data store and conduct overseas tours and studies. They also act as an intermediary between the government and the export industry and are critical in formulating the foreign policies of the country.

These Councils are registered as non-profit organizations under the Companies Act/ Societies Registration Act. EPCs perform both advisory as well as executive functions. Export Promotion Councils are responsible for country’s image abroad as a council of reliable suppliers of high quality goods and services. The EPCs encourage and monitor the observance of international standards and specifications by exporters. Each product has its own Export Promotion Council, hence the promoter should register under a certain EPC as per their line of product.

**What is the role of Export Promotion Council?**

To provide information which is useful for exporters or its members in increasing their exports, they are supposed to make the exporters aware of the Government Schemes and other benefits.

Export Promotional Council collects export and import data of its members, as well as other data which is relevant to International Trade to build a statistical base to compare industry growth.

They organise Trade Delegations to explore opportunities of exporting products in other countries.

They offer advice to their members related to Technology, quality control, standards and specifications etc.

They organise Trade Fairs, Exhibitions, Seminars, Meets between buyers and sellers to promote business etc.

They are also responsible for promoting communication between Export business community and the Government.