

ABOUT COMPANY



Established in 2011, **Global Trade House (GTH)** is a premier training institute dedicated to empowering individuals and businesses in the field of **international trade**.

EXPORT IMPORT TRAINING INSTITUTE

1. Our platform provides high-quality training and practical insights to help new entrepreneurs and small, medium, and large-scale enterprises **expand** their business **globally**.
2. We are driven by a vision to train aspiring entrepreneurs in **international trade**, thereby helping to **catalyze demand and supply** within our country.



BOARD OF DIRECTORS



RAJNESH SHARMA

A seasoned expert in the field of international trade, Rajnesh is the visionary behind GTH's comprehensive training programs. With a deep understanding of export-import regulations and market dynamics, he mentors students, providing them with the practical knowledge and confidence to succeed.



MANOJ SHARMA

Focusing on operational excellence and technology, Manoj is the driving force behind the institute's efficient and streamlined processes. He ensures a seamless and modern learning experience for all students by leveraging cutting-edge technology and maintaining a high standard of quality in all GTH operations.



SHALINI SHARMA

Shalini is an experienced strategist who guides the company's long-term vision and business expansion. She is responsible for forging strategic partnerships and exploring new market opportunities, ensuring that GTH remains at the forefront of the international trade education sector.

Why Global Trade House is Your Best Partner?

KEY BENEFITS

At **Global Trade House**, we go beyond simple training; we become your lifelong partners in success. With a proven track record of over **5,000 success stories across India**, our alumni are now successfully running their own export-import businesses or working in respected companies globally. Your journey to becoming the next success story starts here.



Port Visits:

Gain valuable on-site experience with port and foreign market visits.



Lifetime Support + 1st Export Consultancy Free:

Receive continuous expert guidance and your first export consultancy at no cost.



Job Opportunities:

Access placement assistance to kickstart your career in the EXIM sector.



MSME Sessions:

Get exclusive access to sessions with MSME and other organisation experts.



Government Benefits and Schemes:

Learn about various government incentives and benefits for international trade.



Seminars & Problem-Solving Sessions:

Participate in regular seminars and problem-solving sessions to stay updated and get your queries resolved.

COURSE OFFERINGS

1. Export Import Training Program

**ADVANCED
COURSE**

**Duration: 1.5 - 2 months
Course Content:**

- A. Introduction to Import Export
- B. Objective of doing EXIM business
- C. Foreign Trade Policy Highlights, Incentives & benefits
- D. Export Procedure and Trade Analytics
- E. Formation of contracts (INCOTerms)
- F. Shipment and Logistics
- G. Preliminary requirements for setting up Export & locating foreign market
- H. Payment Terms
- I. Buyer Finding
- J. Communication from International Buyers
- K. Management of Risk
- L. Introduction to MSME and other organization experts, who helps for doing further business globally
- M. Documentation
- N. Certification of the course
- O. Practical Training
- P. Port and foreign market visit
- Q. Live working on the project handed by GTH with experts
- R. Life time support

OUR COMPREHENSIVE COURSES

1. Export Import Training Program

- a. Advance Course
- b. Master Course
- c. Premier Course

2. Digital Marketing & E-Commerce

3. Logistics & Supply Chain Management

4. Retail Business Management

5. Family Business Management



Export Import Training Program

**MASTER
COURSE**

**Duration: 2.5-3 months
Course Content:**

- A. Introduction to Import Export
- B. Objective of doing EXIM business
- C. Foreign Trade Policy Highlights, Incentives & benefits
- D. Export Procedure and Trade Analytics
- E. Formation of contracts (INCOTerms)
- F. Shipment and Logistics
- G. Preliminary requirements for setting up Export & locating foreign market
- H. Payment Terms
- I. Buyer Finding
- J. Communication from International Buyers
- K. Management of Risk
- L. Introduction to MSME and other organization experts, who helps for doing further business globally
- M. Documentation.
- M. Certification of the course
- N. Practical Training
- O. Port and foreign market visit
- P. Live working on the project handed by GTH with experts
- Q. Digital Marketing
- R. E-Commerce
- S. Life time support
- T. Documentation

Export Import Training Program

**PREMIER
COURSE**

Duration: 2.5-3 months

(EXIM + Digital Marketing + E-commerce)

This program is designed for serious entrepreneurs ready to start a global trade business. We provide hands-on training, exclusive visits, premium services, and a guaranteed export order to launch your journey.)

STEP	MILESTONE	WHAT YOU GET
1.	Business Setup	Firm Registration, GST, IEC, Port Registration
2.	Learning & Training	Intensive EXIM classes with live case studies
3.	Industry Exposure	Port visit + Export House visit
4.	Global Access	Membership of GTH Premier Club with high-value network.
5.	Order Execution	Guaranteed first export order with complete guidance.

Course Content:

- A. Introduction to Import Export
- B. Objective of doing EXIM business
- C. Foreign Trade Policy Highlights, Incentives & benefits
- D. Export Procedure and Trade Analytics
- E. Formation of contracts (INCOTerms)
- F. Shipment and Logistics
- G. Preliminary requirements for setting up Export & locating foreign market
- H. Payment Terms
- I. Buyer Finding
- J. Communication from International Buyers
- K. Management of Risk
- L. Introduction to MSME and other organization experts, who helps for doing further business globally
- M. Documentation
- N. Country-specific costing and Market Entry
- O. Strategic Pricing & Profitability
- P. Practical Training
- Q. Port and foreign market visit
- R. Live working on the project handed by GTH with experts
- S. Digital Marketing
- T. E-Commerce



Exhim classes

Weekend schedule

Duration: 2 Months (Satday-Sunday)

- **Week 1-2:**
Introduction to Import Export, Objective of doing EXIM business, Foreign Trade Policy, and Export Procedure.
- **Week 3-4:**
Formation of contracts, Shipment and Logistics, and Preliminary requirements for setting up an export business
- **Week 5-6:**
Payment Terms, Buyer Finding, Communication from International Buyers, and Management of Risk.
- **Week 7-8:**
Introduction to MSME, Documentation, Course Certification, and Practical Training.
- **Week 9-10:**
Port and foreign market visit, followed by live project work with GTH experts.

Weekend schedule

Duration: 2 Months (only sunday)

- **Week 1-4:**
Introduction to EXIM, Foreign Trade Policy, Contracts, and Requirements for setting up an export business. .
- **Week 5-8:**
Payment Terms, Buyer Finding, Risk Management, Documentation, and Practical Training.
- **Week 9-10:**
Live project work with GTH experts and a Port/Foreign Market Visit Overview. .



2. Digital Marketing & E-commerce

1. Digital Marketing Fundamentals
2. Website Planning and Structure
3. Keywords Planning
4. Search Engine Optimisation
5. Link Building/ Backlinks
6. Google Ads(PPC)
7. Social Media Marketing
8. Google Analytics
9. Google Search Console
10. Google My Business (Local SEO)



3. Logistics and Supply Chain Management

1. Introduction to Logistics and Supply Chain
2. Order Placement
3. Transportation Planning
4. Documentations
5. Customs Returns and Customer Service
6. Loading & Transit



4. Retail Business Management Course

1. Foundations of Retail
2. Retail Marketing & Strategies
3. Merchandising and Inventory
4. Store Operations & Layout
5. Supply Chain & Logistics in Retail
6. Retail Analytics & Technology
7. Practical Training and Live Projects

5. Family Business Management

1. Basic Accounting
2. Banking
3. Advance Excel
4. Tally
5. GST
6. Financial Planning
7. Sales Development



Certification Offered

1. Certificate Course on Customs Clearance and Freight Forwarding
2. Advanced Certificate in Logistics & Supply Chain Management
3. Custom House Agent (CHA) Course.



Consultation Services

1. Export Business Consultancy
2. Local Business Consultanc.

OUR PORTFOLIO IN ACTION

We believe in practical, hands-on experience.

Here are some of our recent events and achievements:

- **Industrial Expo (November 2023):** As a Business Development team, we created an engaging booth with interactive demos and a welcoming environment. We conducted product demonstrations and distributed informational brochures, resulting in the collection of over 250 potential leads.
- **Exports: Trusted exporters since 2011,** specializing in premium agro-products, authentic Indian spices, and quality garments, Registered with DGFT, FIEO, MSME, and CED.





- Workshops for Associations (Feb, May, July, Nov):** We regularly conducted workshops on "The Role of MSME in Export and Import of Products" for associations like AIMP. These workshops provided advanced skills and methodologies to a professional audience of over 50 members.
- College Seminars and Lead Generation:** We organise seminars in colleges to educate students and generate potential business leads. Through interactive Q&A sessions and live demonstrations, we have successfully generated 200-300 highquality leads per event, with 10-20 leads converting into sales or follow-up meetings.
- Upgrad Global Expo:** We led business development and lead generation efforts by creating an engaging booth. We conducted product demonstrations and presentations, built and maintained strong relationships with key clients, and organised in-house counselling sessions to drive interest and sales.

STUDENT TESTIMONIALS

“ **Jamila Nagdawal:** Global Trade House gave me the right guidance and practical knowledge to boost my career. Rajneesh Sharma sir is very supportive, and the learning environment is excellent. Truly a great institute. ”

2 Aditya Tawde: Global Trade provided me with industry-ready knowledge about Foreign Trade. The Practical support provided by Rajneesh Sir is exuberant. Thanks to Global Trade for the formation of My Trade skill

3 Riya Bhardwaj: Global Trade House not only focuses on theoretical knowledge but also on practical exposure. The hands-on training, expert guidance and lifetime support makes it one of the highly recommended institutions.

4 Rounak Samuel Zaki
Being a part of Global Trade House has been an incredible learning journey. I've gained practical knowledge about international trade and exporting. The guidance and real-world exposure here are helping me build confidence. It's the perfect place for students to grow into future professionals.

5 Nayan Patni: Excellent institute for import export training. They have proper sheets made for studies and references, and proper practical guidance is provided. Topics covered in every class cover all important details of trade. Rajneesh sir always gives full support, whether it's understanding trade or doing it.

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CONTACT US



MEMBERSHIPS & ASSOCIATIONS:

FIEO, CED, Govt of India (Ministry of Commerce and Industry), MSME



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GLOBAL TRADE HOUSE

Certificate Course in
Export – Import Business



Learn. Launch. Grow Globally.

A Practical Training Program to Start
and Manage Your Own
Export-Import Business



Key highlights

Practical Training on Export & Import

Live Case Studies & Documentation

DGFT, Customs, and Port Procedures

Startup Guidance & Business Setup Support

Organized by

GLOBAL TRADE HOUSE

Center for Export Import Training & Consultancy



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