

ITC Executive Forum 2005

Export of Services: Hype or High Potential

Seller's Perspective

Presented by

Chinpal Rauniar, Director IMMTPL

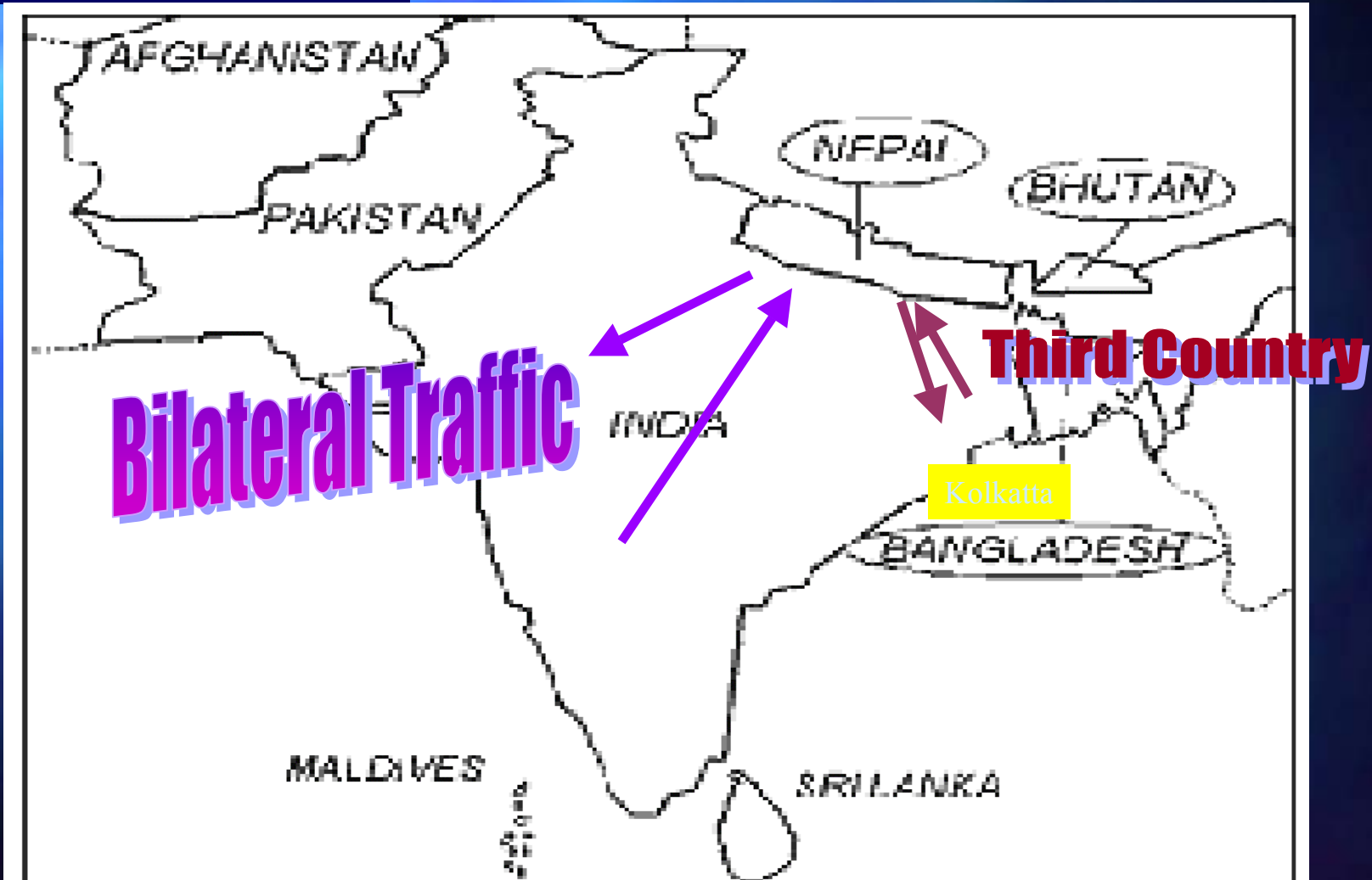
rauniar@mos.com.np

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- Map of South Asia & transit corridor
- Determinants of international competitiveness & export success
- Nepal as a « Transit Country »
- Lessons Learnt
- Focus of strategy makers
- Best practices

Map of South ASIA



Transit Corridor

Bhairawa

Biratnagar

Birgunj

TRANSIT TRANSPORT NETWORK
(SCHEMATIC)

NEPAL

INDIA

BHUTAN

PHUNGHOLA

SILIGURI

HASIMA

NEW JALPAIGURI

HALDIBARI

CHILKOTI

BANGLADESH

COX'S BAZAR

CHITTAGONG

CHALNA

ATHMANDU

RAJAHMUNDRAM

JOGBANI

N I D I A

PURNIA

A

KATIHAR

BARAUNI

DEOGHAR

DUMKA

PANAGARH

KHARAGPUR

LEGEND

INTERNATIONAL BOUNDARY

BORDER CROSSING

RAILWAY GUAGE:

BROAD GUAGE

METER GUAGE

ROADWAYS

SEA PORT

RAIL TRANSSHIPMENT

ROAD TRANSSHIPMENT

Kolkata

BOMBAY

COX'S BAZAR

CHITTAGONG

CHALNA

PETRAPOL

BENAPOL

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Determinants of international competitiveness & export success

- Professionalism & reliability
- Own Office & set up (Kolkata & Nepal)
- Experienced Staff & Own equipment
- Worldwide association & networking
- JV Partnership with Terminal Operator
- Personalized service

Nepal as a « Transit Country »

- Study by HMG/N & World Bank
- HMG/N finalizing MT Act
- Forwarders vying to become MTOs
- Shipping Lines setting up offices
- Substantial increase in Container carrying & handling equipment
- Rail service in place serving thrice weekly to/fro KPT to ICD/Birgunj
- Commencement of Bilateral (Indian) traffic

Lessons Learnt (My firm)

- To be truthful & honest with all clients
- To plan for retaining clients on long term basis
- To be diligent and proactive
- It pays to have your own setup (office, equipment & staff)
- To update with time & technology

Lessons Learnt (Government)

- From other's experiences (for success, have to be a part of globalization)
- To take advantage of current scenario
- Approach to be analytical & realistic
- Timely steps (short, medium & Long term plans in place prior to commencement of transit operations)
- To apply workable & pragmatic methodology & approach

Focus of strategy makers

- Transformation from “LLLDC” to a vibrant “transit country”
- Balancing traffic with infrastructure
- Balanced Tripartite Transit Agreement
- Socio-economic Impact analysis
- Negative externalities

Best practices

■ The individual firm

- Commitment & dedication
- Professional & personalized service
- Diligent & Proactive

The Strategy Maker

- Learning from other countries' experience
- Balancing opportunities with priorities
- Positive Socio-economic impact

Thank you!
