

# Market Access: Promoting Policies to Enhance Cross-Border E-commerce Activities

Panel Discussion; India Expo Centre and Mart, Greater Noida; 21<sup>st</sup> April 2024



*The panelists included Md. Moin Afaque, Deputy DGFT; Mr. Dileep Baid, Chairman, EPCH; Mr. Rajesh Rawat, Additional Executive Director, EPCH; Mr. Mukesh Gupta, Director, India Exposition Mart Ltd.; Mr. Varun Parihar, Vice President & Head Corporate Affairs, Shiprocket; and Mr. Preetam Mohan Singh, Associate Partner, KPMG.*

A Panel Discussion on “Market Access: Promoting Policies to Enhance Cross-Border E-commerce Activities” was held on 21st April 2024, during the Cross-Border E-commerce Conclave at the India Expo Centre and Mart, Greater Noida.

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During the discussion, Md. Moin Afaque, Deputy DGFT, emphasized the myriad benefits of e-commerce, including access to a broader international market and improved

profit margins through direct-to-consumer sales. Mr. Dileep Baid, Chairman EPCH, highlighted the urgent need for integrating warehousing solutions into multi-modal e-commerce strategies. He also outlined the challenges faced by e-commerce industry and stressed the importance of adapting entrepreneurs and startups to these new commerce platforms to achieve broader goals.

The other panelists provided valuable insights into the policies that can drive cross-border commerce growth. From regulatory frameworks to trade agreements, the discussion explored the mechanisms underpinning market access and offered strategies for overcoming barriers to entry. The interactive session illuminated the path forward for enhancing cross-border e-commerce activities. ■