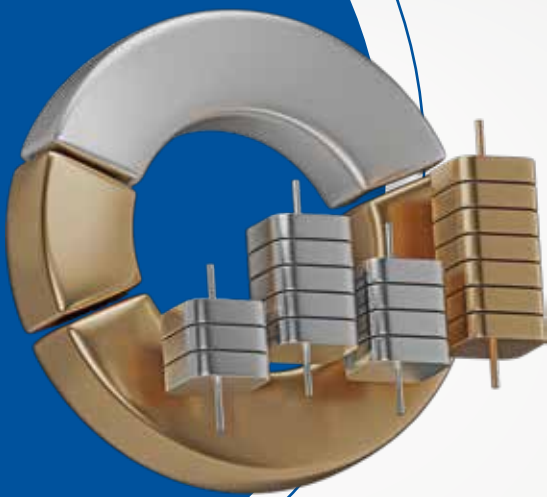




**CII**  
Market  
Facilitation  
Services



Confederation of Indian Industry



# CII Market Facilitation Services (MFS)

**One-Stop Solution for Market Intelligence and Operational Excellence**

## About MFS

CII's Market Facilitation Services (MFS) desk was launched in 2019 with an endeavour towards building the Global Indian Corporation. As a fee-based trade and investment consultancy service, the remit of MFS is to undertake bespoke company- and product-specific projects on export markets, sectoral analyses and market entry advisory, for inbound as well as outbound companies.

## Services we offer

- › Export market assessment at HS6 level
- › Identification of importing countries
- › Comparison with export-competitor countries
- › Shipment data analysis (values and volumes)
- › Potential supply chain network mapping
- › Port analysis
- › Shipping costs' assessment
- › Tariff analysis
- › Information on NTMs\* & NTLs\*\*
- › Target countries' assessment
- › Export pricing estimation
- › Market feasibility reports
- › Sectoral/product market overviews
- › Sectoral SWOT analysis
- › PESTLE^ analysis
- › End-use sector trends and outlook
- › Identification of potential partners for collaborations
- › Prospective buyers' list
- › Stakeholder and competitor profiling
- › Location and market entry advisory
- › Regulatory and policy insights
- › Operational cost benchmarking studies

**Our coverage  
as on date**

**20+**  
Markets

**50+**  
Products

**15+**  
Sectors

\* Non-Tariff Measures; \*\* National Tariff Lines; ^ Political, Economic, Social, Technological, Legal and Environmental



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## Benefits you get

- Global trade intelligence
- Market sizing, reflecting domestic and global demand-supply landscape
- Market penetration
- Access to new markets
- Product-market fitment from a global trade perspective
- Touchpoints in foreign markets
- Operational cost optimisation
- Global reach to government and business stakeholders
- Supply chain network assessment
- Supply chain costs' estimation
- Competitor sizing
- Business growth prospects
- Diversification/investment opportunities

## Our Credentials



**USA**

Investor Targeting Project



**Canada**

Investment Advisory Report



**Egypt**

Sectoral Analysis Report



**Ethiopia**

Market Entry Advisory Report



**Vietnam**

Market Entry Advisory Report



**Indonesia**

Sectoral Analysis Report



**The Netherlands**

India Market Entry Report



**The Philippines**

Market Entry Advisory Report

## Why CII?



**Largest** industry organisation in India



**70** regional offices in India



Institutional partnership with **250** counterpart organisations in **100** countries



Industry connect with **9,000+** members



**9** overseas offices — Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, USA



**12** Centres of Excellence

**Unlock Global Markets with Expert Insights.  
Connect with CII MFS Today!**

✉ [mfs@cii.in](mailto:mfs@cii.in)  [mfs.cii.in](https://mfs.cii.in)



**To know more  
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