

INTERNATIONAL TRADE BOARD

A Peer Advisory Platform for Global Trade Leaders

What is the International Trade Board?

The International Trade Board (ITB) is a curated peer advisory community within TAB, exclusively designed for business owners and decision-makers who are actively engaged in — or strategically planning — international trade. Whether you export products, import raw materials, manage logistics, or operate cross-border services, ITB is your strategic sounding board.

01 | Objective of the Exporters Board

ITB brings together industry practitioners across the trade ecosystem — exporters, importers, freight forwarders, warehousing specialists, and logistics professionals — to solve real challenges together and grow with confidence in global markets.

Global Confidence Enable members to expand internationally with confidence and clarity.	Knowledge Exchange Facilitate cross-border knowledge sharing and best practices among peers.	Accelerated Growth Accelerate export/import growth and compliance readiness through peer insights.
---	--	--

02 | Ideal Member Profile

ITB is designed for a specific type of business leader. Below is the profile of our ideal member:

Primary Eligibility	Business Profile
<ul style="list-style-type: none">Active exporters or importersCompanies with export readinessEntrepreneurs planning global expansion.Freight forwarders, warehousing & logistics companies	Annual Turnover: ₹10 Cr to ₹100 Cr Business Types: Manufacturing, Trading, Services Market Presence:

Existing global footprint or aspiring international expansion
Decision-Maker:
Founder / Promoter / CEO / Business Head

03 | Key Member Attributes

Ideal ITB members share a common mindset and business maturity:

Mindset & Values	Business Maturity
<ul style="list-style-type: none">• Growth-oriented global mindset• Open to peer learning and idea exchange• Transparent in sharing challenges and insights	<ul style="list-style-type: none">• Minimum 3–5 years in business operations• Export readiness demonstrated or in progress• Clear international business goals or roadmap

04 | Exclusion Criteria

To maintain the quality and relevance of discussions, the following profiles are not suitable for ITB membership:

- Early-stage startups without established revenue
- Businesses with no clarity on global expansion intent
- Individuals lacking final decision-making authority in their business
- Direct competitors operating in the same micro-niche or market

05 | Board Composition Guidelines

Each ITB board is deliberately structured to maximize diversity of perspective and experience:

Parameter	Guideline
Board Size	6–8 members per board for optimal peer dynamics

Experience Mix	Blend of experienced exporters/importers and aspiring global players
Industry Spread	Cross-industry representation to avoid echo chambers
Market Exposure	Members with exposure to different global markets and geographies
Meeting Cadence	Monthly structured peer advisory sessions

06 | Value Proposition

ITB delivers value across three dimensions — strategic, operational, and growth:

Strategic Benefits	Operational Benefits	Growth Benefits
<ul style="list-style-type: none"> Global market intelligence and insights Trade strategy peer discussions Competitor landscape awareness 	<ul style="list-style-type: none"> Logistics and supply chain knowledge Payment security and forex insights Trade compliance best practices 	<ul style="list-style-type: none"> Cross-border collaboration opportunities Faster and de-risked market entry Peer referrals and business network

07 | Suggested Discussion Themes

Monthly board meetings are structured around real business challenges. Common themes include:

Trade & Finance	Operations & Branding
<ul style="list-style-type: none"> Market entry strategies and route-to-market Export financing & forex risk management Trade compliance, documentation & regulations 	<ul style="list-style-type: none"> Global branding and positioning strategies Supply chain optimization and resilience Buyer relationship and contract management

08 | Member Selection Process

Membership is by invitation and assessment. The selection process ensures board cohesion and quality:

Step	Stage	Description
01	Screening	Initial evaluation against eligibility criteria and board fit
02	Interaction	One-on-one conversation to understand business goals and challenges
03	Assessment	Board composition fit — industry, experience, and geography check
04	Onboarding	Final confirmation, orientation, and integration into the board

09 | Success Metrics

The effectiveness of an ITB board is measured by tangible outcomes for its members:

Revenue Impact Measurable increase in export revenue and international business share.	Market Expansion Successful entry into new geographies or trade channels.	Peer Value Member collaborations, referrals, and high retention & engagement rates.
--	---	---

10 | Scalability Framework

ITB is designed to scale across regions and trade ecosystems while maintaining the quality of each board:

1. Identify active export ecosystems, industry clusters, and trade hubs
2. Select and onboard qualified members meeting ITB criteria
3. Maintain industry and geography diversity within each board
4. Follow the structured TAB board format and facilitation methodology
5. Run consistent monthly peer advisory meetings with measurable outcomes

Closing Note

The International Trade Board is more than a networking group — it is a strategic peer advisory community where real decisions get challenged, refined, and accelerated.

Members gain not just knowledge, but the confidence to think global, act strategic, and scale internationally.

If you are ready to take your business to the world — ITB is where that journey begins.
