



# Shri. Amit Mulani

MD, Atlantico International — Import & Export Trainer

## Profile Summary

**Shri. Amit Mulani** is a renowned international trade expert, export strategist, and mentor to thousands of budding entrepreneurs across India. As Managing Director of Atlantico International, he has helped MSMEs access global markets through branding, compliance, market research, and export-readiness programs. His training modules have empowered businesses to expand globally, especially in emerging sectors where Indian products have strong competitive potential.

## PLC 4.0 Session by Shri. Amit Mulani

### Global Branding & Exports: Taking Bharat to the World

## Key Achievements

- Trained over **thousands of entrepreneurs on export** documentation, global market entry, and international branding.
- Helped **MSMEs scale internationally** through product positioning, quality compliance, and trade facilitation.
- Provided consultancy to businesses entering markets across Asia, **Middle East, Europe, and Africa.**
- Known for simplifying complex export systems into actionable, entrepreneur-friendly strategies.
- Recognized for promoting **India's export potential and supporting** the vision of making Bharat a global manufacturing hub.

## Professional Expertise

---

- International Trade **Strategies & Export** Compliance
- Global Branding, Product Positioning & Market Research
- MSME Export Development & Trade Facilitation
- Logistics, **Documentation & International** Regulations
- Entrepreneurship **Coaching & Business** Scaling

## Work With DISHA Foundation / PLC (Custom Section)

---

- Conducted export-readiness programs for emerging **entrepreneurs and youth innovators**.
- Supported initiatives to build global **business skills, digital branding capabilities, and market** expansion potential.

## Legacy

---

Shri. Amit Mulani is **celebrated as one of India's leading export educators**, inspiring thousands to take Bharat's products to global markets. His mission is to empower MSMEs to become globally competitive, innovation-driven, and export-ready.