

Report on Meet & Greet event on U.S. Tariffs and Supply Chain Organized on 29th Aug 2025

The Sourcing Consultants Association (BAA), successfully hosted a high-impact seminar on August 29, 2025, at Le Méridien, New Delhi, as part of its flagship Meet & Greet event. The seminar focused on the evolving landscape of U.S. tariffs on Indian products and their implications for India's sourcing and export ecosystem. With participation from senior government officials, Export Promotion Councils of SEPC, EPCH, Texprocil, Plexconcil and other major Export Associations from key hubs like Delhi-NCR, Moradabad, Panipat, Agra, Varanasi, Jodhpur, Tirupur, and Karur, top executives from leading sourcing firms including Triburg, Li & Fung, Ross Store, Rusta, Impulse and most importantly all our BAA members, the event served as a strategic platform for dialogue and collaboration.



The event started with a welcome address by our General Secretary, Ms Anchal Kansal, who introduced the new Governing Body of the BAA and shared about plans of the new GB and benefits to members that the body is working towards and highlighted the sector's impact on over 4 million jobs and the urgent need to safeguard labor-intensive industries such as textiles, handicrafts, and handlooms. BAA Chairperson, Mrs Ruma Malik, addressed the gathering and shared about her vision of the BAA and talked shared with members on the need to stay calm in the current situation and affirmed the association's commitment to developing a joint strategy for government engagement



Experts from ClearShip Group & Bluebell Logistics highlighted the transformative role of AI, automation, and smart technologies in optimizing supply chains, enhancing transparency, and building agile global value chains capable of withstanding future disruptions.

They also suggested a review of the DDP terms of working for further exploration.

BAA GB including Mr Manoj Rana and Mr Pramod Rana shared about information on Tariffs. Key themes explored included reframing tariff shifts as opportunities for innovation and resilience, diversifying export markets, upgrading value chains, and empowering buying agents to lead transformation across sourcing networks. The seminar also featured actionable suggestions for Indian exporters to navigate the impact of newly imposed U.S. tariffs. To overcome, two strategies were shared.



- Stay calm, Don't panic
 - A need to work towards sustaining the current business and helping importers so that business sustains till we find a permanent solution. This might become a new normal.
 - Refrain from cross docking as it's illegal and would attract penalty and imprisonment to importer on records in US.
 - The cost implication on retail price comes to around 13-15 percent. It was suggested to encourage all in supply chain to share some percentage and protect the business.
- Work closely with the importers and their attorneys to find the best way forward. A logical suggestion to split the invoice into product cost and other charges may be good worked upon. The attorneys can decide on the percentage of the product cost which can be moved to others which is not taxable.
- Targeted market intelligence, product repositioning, and leveraging trade agreements with alternative regions was discussed.
- Special emphasis was placed on how Micro, Small and Medium Enterprises (MSMEs) can expand their global footprint by tapping into emerging markets and adopting digital-first strategies

Attendees actively engaged in the seminar with insightful queries and perspectives on both the immediate impact of U.S. tariffs and the broader implications for supply chain modernization. A dynamic exchange unfolded between participants and the Governing Body members of BAA, focusing on how Indian exporters can leverage automation, AI, and digital technologies to optimize operations, enhance transparency, and build agile global value chains. The dialogue underscored a shared commitment to future-proofing India's sourcing ecosystem through innovation, strategic diversification, and collaborative problem-solving.



The event underscored BAA's leadership in promoting sustainable growth and supporting the Prime Minister's vision of a \$5 trillion economy. This BAA Meet & Greet was attended by Media agencies as well and have highlighted efforts by BAA at their news editions.

More pictures from event: <https://photos.app.goo.gl/v2aRxV3FRG8Sujxy6>