



**Event Report: "Ask Me Anything"
By- 'AECCI-Virtual B2B Forum'**

Event Title: Ask Me Anything (AMA Session)

Title: "EU Trade: Legal Structures, Compliance & Risk"

Organised by: Asian Exporters Chamber of Commerce & Industry

Collaborator- Reis & Pellicano International Lawyers, Portuguese.

Speaker Guest: Mr. Daniel dos Reis (Partner).

AECCI Representation: Mrs. Swarn Dhiman (Executive Director)

Format: AECCI B2B Platform (online), Date: 29.04.2026

Brief Report: The AMA session was organised to guide Indian businesses, particularly MSMEs, on navigating the legal, regulatory, and compliance landscape for entering European Union (EU) markets. The discussion focused on practical approaches to structuring cross-border trade, mitigating risks, and avoiding common compliance pitfalls.

The session was hosted by Mrs. Swarn Dhiman, Executive Director, AECCI-India, and featured expert insights from Mr. Daniel Dos Reis, Partner at Reis & Pellicano International Lawyers, Portugal.

Key Discussion Highlights

1. Market Entry Strategies for EU- Mr. Daniel emphasized that **distribution partnerships** are the most effective initial strategy for Indian companies entering the EU market. This allows businesses to:

- Leverage local expertise and networks
- Minimize upfront investment and operational complexity

Once operations stabilize, companies can gradually transition to:

- Establishing a local sales office
- Appointing dedicated sales representatives
- Deploying company managers to oversee regional operations

He cautioned against entering into long-term contracts at an early stage, highlighting that premature commitments without sufficient market understanding can lead to significant risks.

He also spoke about the businesses rushing into exports without fully understanding **regulatory frameworks and compliance requirements**.

Mr. Daniel clarified that while EU-level regulations are passed by the European Parliament, implementation and specific rules vary across individual member countries. A "one-size-fits-all" compliance approach does not work in Europe

To the MSMEs- Mr. Daniel Indian strongly advised to conduct **thorough due diligence** before engaging with EU partners. This includes: Verifying buyers and distributors, understanding contractual obligations and ensuring proper documentation to avoid customs or legal disputes. For initial entry, he advised to focus on accessible retail channels such as: General stores, Grocery chains and shopping malls.

Mr. Daniel highlighted the importance of financial preparedness stating ‘EU banking institutions can support trade financing and operations- however, it is advisable for Indian exporters to maintain strong banking support from their home country alongside EU arrangements.

Other points addressed by the speaker were- Trade Contracts, Payment terms, Jurisdiction, ADR.

Conclusion

The session provided actionable insights for Indian exporters looking to expand into the EU. It underscored the importance of strategic entry planning, regulatory awareness, and risk mitigation to ensure sustainable and compliant international trade operations.

Outcome

The session was well-received and provided participants with clear strategic direction, market clarity, and confidence to explore Portugal as a viable and promising business destination. It reinforced AECCI-India’s role in facilitating international trade knowledge, partnerships, and global market access for Indian businesses.


