Embassy of India
Guatemala City
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PRESS RELEASE

BUYER SELLER MEET ON TEXTILE ON 28 MAY 2024

The Embassy of India in Guatemala, in collaboration with Apparel Export Promotion Council of India (AEPC) organized a Buyer Seller Meet (BSM) focusing on the textile sector for the Central American market on May 28, 2024. AEPC is the official body of apparel exporters in India that provides invaluable assistance to Indian exporters as well as importers/international buyers who choose India as their preferred sourcing destination for garments.

2. Over the past few years, the Embassy has prioritized the textile sector to explore and penetrate the untapped market of the Central American region, particularly Guatemala. Last year, Embassy organized a series of BSMs, B2B meetings and Made in India Fashion Show which became very popular in the country. These efforts have led to a significant influx of Indian textile companies investing in and exporting materials to the area. Indian textiles, already popular in the northern and southern parts of the Western Hemisphere, have now gained a prominent foothold in the Central American market. To further capitalize on this momentum and foster direct interactions between local and Indian companies, the Embassy organized this BSM with a primary objective to encourage collaboration and uncover new business opportunities between Central American companies and Indian textile firms.

3. The event provided a platform for participants to engage in direct dialogue, share insights on market trends, and establish meaningful business connections. This initiative marked a crucial step in strengthening the economic and trade relations between India and Guatemala. By facilitating this meet, the Embassy aimed to not only enhance bilateral trade but also to support the growth and development of the textile sector in the region. The BSM served as a catalyst for fostering robust partnerships and expanding India's presence in the Central American textile market. Approximately 50 companies participated in the Buyer Seller Meet (BSM) in person, while additional companies from Guatemala, Honduras, and El

Salvador joined virtually, along with member companies of Apparel Export Promotion Council (AEPC)

4. Dr. Manoj Kumar Mohapatra, the Ambassador of India to Guatemala, addresed the gathering at the venue, providing insights into the significance of the textile sector and its potential for growth in the Central American market. His address highlighted the Embassy's ongoing efforts to promote Indian textiles and the opportunities for bilateral trade expansion. Ms. Tamanna Chaturvedi, Deputy Secretary General of AEPC participating virtually, shared her views on the latest trends in the textile industry, the advantages of partnering with Indian companies, and the strategic importance of this collaboration for both regions. Her insights will offer valuable perspectives to the participants, emphasizing the benefits of engaging with the Indian textile sector. Mr. Victor Vargas, Director of Chamber of Commerce of Christian Entrepreneurs highlighted the robust trade potential and the growing relations between India and Guatemala. He showed his eagerness to explore new opportunities and foster strong partnerships with Indian companies in the textile industry. He further extended its full support to Indian businesses and assured them of his commitment to work together for mutual growth and success.

5. The event aims to facilitate direct interactions between Central American and Indian companies, fostering a conducive environment for networking, collaboration, and business development. The presentations by Indian companies showcased their latest textile products, innovations, and capabilities, providing a comprehensive overview of what they can offer to the Central American market. By bringing together industry leaders, entrepreneurs, and key stakeholders, the BSM served as a dynamic platform to explore new business opportunities, enhance trade relations, and strengthen economic ties between India and the Central American region. This initiative underscored the Embassy's commitment to promoting sustainable and mutually beneficial partnerships in the textile sector.

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Guatemala, 28 May 2024