PRESS RELEASE

Embassy of India Organizes Business Seminar in San Pedro Carchá to Promote Trade and Investment Cooperation

In a strategic initiative to deepen economic engagement and explore grassroots business opportunities, the Embassy of India in Guatemala, in collaboration with the Municipality of San Pedro Carchá, organized a Business Seminar on 10 May 2025. The event was hosted at the request of Mr. Erwin Alfonso Catún, Mayor of San Pedro Carchá, who expressed a keen interest in introducing Indian tuk tuks (auto-rickshaws) as a sustainable and cost-effective mode of transport for the region's growing population. The seminar drew participation from approximately 50–75 local stakeholders, including representatives from Centro Don Bosco, Talita Kumi, regional entrepreneurs, shopkeepers, and local government officials. The Embassy leveraged the event to showcase India's strengths across multiple sectors, particularly in automobile manufacturing, green energy, pharmaceuticals, and textiles.

2. As part of its ongoing initiative to promote Indian tuk tuks—already introduced in Guatemala City and Quetzaltenango (Xela), the Embassy presented models from reputed Indian companies including Fore Motors, Bajaj, and Hero. This marked the first outreach into interior regions like San Pedro Carchá, aiming to transform rural mobility. Mayor Catún not only welcomed the initiative but also assured facilitation of necessary licenses for tuk tuk operations in the municipality. Local automobile distributors expressed interest in exploring business tie-ups with Indian manufacturers. The Mayor also highlighted the municipality's interest in converting waste into energy, inspired by successful "basura-to-energy" projects at Miraflores and Oakland malls in Guatemala City. India's capabilities in the pharmaceutical sector were also showcased. The discussion also covered India's textile industry, with special attention to cotton yarns, which hold potential for collaboration with Guatemala's garment and weaving industries. Stakeholders expressed interest in establishing direct trade contacts to reduce costs and improve supply chain efficiency. As part of the engagement, the Embassy donated essential medicines to the Municipality, reinforcing India's commitment to supporting community healthcare in remote areas.

3. In his remarks, Ambassador Dr. Manoj Kumar Mohapatra highlighted India's automobile industry, especially cost-effective and environmentally friendly transportation solutions like tuk tuks which has emerged as a global leader in innovation, affordability, and sustainability. He highlighted how these vehicles are not only revolutionizing urban mobility but also creating employment and entrepreneurship opportunities in emerging markets. He emphasized that India's experience in manufacturing high-

quality, low-maintenance vehicles positions it as a strong partner for Guatemala, especially in areas like San Pedro Carchá where there is a growing demand for practical and accessible transport options. Ambassador Dr. Mohapatra discussed India's low-cost, scalable waste management technologies and offered to connect local authorities with relevant Indian firms specializing in decentralized energy solutions. He also emphasized the quality and affordability of Indian generic medicines, widely trusted across Latin America.

4. Mayor Erwin Alfonso Catún conveyed his appreciation to the Embassy of India for facilitating the initiative in San Pedro Carchá, recognizing it as a significant step towards advancing the municipality's development agenda. He highlighted that the collaboration supports the introduction of practical and affordable transport solutions such as Indian tuk tuks, for which he assured issuance of licenses in the region. The Mayor also welcomed discussions on waste-to-energy solutions, which align with the municipality's goals of adopting eco-friendly technologies, particularly following successful models implemented in parts of Guatemala City. Additionally, he acknowledged the potential for cooperation in the textile sector, especially in cotton yarn production and distribution, noting its relevance for the local economy and employment generation.

5. The seminar served as an important milestone in the Embassy's ongoing outreach to deepen trade and investment ties with interior regions of Guatemala. The event reaffirmed India's commitment to supporting local economic development through practical, people-centric solutions. The Embassy remains committed to promoting trade and investment opportunities and will continue to organize such initiatives to strengthen India-Guatemala economic ties.

Guatemala City, 10 May 2025