Embassy of India
Guatemala City
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PRESS RELEASE

BUYERS SELLER MEET ON TECHNOLOGY AND INNOVATION ON 21 SEPTEMBER 2023

The Embassy of India in Guatemala, in collaboration with the Electronics and Computer Software Export Promotion Council of India (ESC), successfully organized a Buyer Sellers Meet on IT Sector today. This significant event brought together a diverse group of professionals closely connected with the IT sector, both in Guatemala and the broader Central American region. The event, held in a hybrid format, aimed to maximize its reach and impact. It featured physical participation from over 30 entrepreneurs and government officials from Guatemala. Simultaneously, it welcomed virtual attendees from various stakeholders in Guatemala, El Salvador, and Honduras, reinforcing regional cooperation. The Buyer Sellers Meet served as a platform for Indian companies to present their cutting-edge IT technology solutions to potential buyers and investors.

Ambassador Dr. Manoj Kumar Mohapatra delivered the keynote address, highlighting the Indian government's 3T strategy and emphasizing the immense potential of the Central American IT market, strategically positioned in proximity to the United States. He underscored the substantial contributions of major Indian IT companies already present in Guatemala, providing over 10,000 jobs to the Guatemalan workforce. He expressed his satisfaction with the overwhelming response to the Buyer Sellers Meet. Mr. Sandeep Narula, Chairman of ESC, reassured attendees of Indian companies' active participation and pledged full support from ESC in enhancing trade and collaboration in the IT sector between India and Central American countries. The Buyer Sellers Meet on Technology and Innovation marks a crucial milestone in strengthening economic ties between India and Central America. It offers a platform for mutually beneficial collaborations, furthering the growth of the IT sector in the region. It provided an excellent opportunity for networking, knowledge sharing, and exploring potential collaborations in the IT Sector industry. Distinguished representatives from various prominent IT companies from India attended the BSM virtually and made their presentation in the event. The presentations delivered by the Indian companies highlighted the technological advancements, innovation, and quality of their products. The event fostered a dynamic environment for knowledge exchange and facilitated discussions on potential collaborations and business ventures.

3. Shri Vikas Gupta Addl. Executive Director, Electronics and Computer Software Export Promotion Council of India (ESC) lauded the efforts of the Indian Government in exploring untapped market of Central America to enhance trade relations and with Guatemala. He reiterated all cooperation in increasing the bilateral trade. The event paved the way for potential collaborations, technology transfer, and mutually beneficial business partnerships between Indian companies and their counterparts in Guatemala. In order to commemorate International Year of Millets 2023, Mission served cuisines made by millets to the guests

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Date : 21 September 2023
Place : Guatemala City