PRESS RELEASE

Embassy of India Organizes Business Seminar in Cobán to Promote Tourism and Investment Opportunities in North Eastern States of India

The Embassy of India organized a Business Seminar on 18 February 2026 in Cobán, Alta Verapaz, aimed at promoting tourism and business opportunities in the North Eastern States of India. The event was attended by approximately 75 stakeholders, including prominent members of the local business community, government representatives, and the Hon'ble Mayor of Alta Verapaz.

2. The Ambassador of India graced the occasion and delivered the keynote address. During the seminar, a detailed presentation was made highlighting the economic potential, tourism prospects, connectivity initiatives, and sectoral strengths of India's North Eastern region, including opportunities in agro-processing, eco-tourism, handicrafts, renewable energy, IT services, and infrastructure development.

3. In his remarks, the Ambassador underlined the strategic and cultural significance of the North-Eastern States, describing the region as India's gateway to Southeast Asia and a vibrant hub of biodiversity, cultural heritage, and emerging economic growth. He emphasized that promoting partnerships with this region aligns with India's Act East Policy and offers mutually beneficial avenues for trade and investment. The Ambassador also highlighted the importance of enhancing people-to-people contacts and institutional linkages between the two sides.

4. The Mayor of Alta Verapaz, in her remarks, welcomed the initiative of the Embassy and expressed strong interest in exploring new avenues of cooperation in tourism, sustainable development, and small and medium enterprises. She noted the shared values of cultural diversity and community-based development between Alta Verapaz and the North Eastern States of India.

5. The importance of promoting India's North Eastern States was further underscored in the context of the Embassy's proposal to establish a twinning (Sister City) arrangement between Cobán, Alta Verapaz and Shillong, the capital of Meghalaya. The proposal has received in-principle approval from the Governor of Cobán and is currently pending concurrence from the Ministry of Foreign Affairs (MOFA). The proposed twinning initiative is expected to foster closer collaboration in tourism promotion, cultural exchanges, education, and business partnerships.

6. The platform was also utilized to celebrate cultural ties and mutual respect. A local indigenous community organized a special cultural

performance featuring traditional Mayan rituals to warmly welcome the Ambassador and distinguished guests. The performance symbolized the rich cultural heritage of Alta Verapaz and reflected the spirit of friendship and intercultural dialogue that the seminar sought to promote.

7. The seminar concluded with an interactive session during which participants expressed keen interest in exploring concrete collaborations and requested follow-up engagements with stakeholders from the North Eastern region of India. The event was widely appreciated by participants and was regarded as a great success. It marked another important step in strengthening economic and cultural ties between India and Alta Verapaz, and reaffirmed the Embassy's commitment to deepening bilateral engagement at the regional and local levels.

Cobán, Alta Verapaz | 18 February 2026