PRESS RELEASE

Hybrid Business Summit on Agricultural Machinery

The Embassy of India in Guatemala, in collaboration with the Engineering Export Promotion Council (EEPC) India, successfully organized a Hybrid Buyer Seller Meet on Agricultural Machinery on March 18, 2025. The event aimed to strengthen trade ties between India and Guatemala by fostering partnerships in the agricultural machinery sector. The BSM saw the participation of approximately 40 Guatemalan companies physically and 15 Indian companies virtually, making it a significant platform for business matchmaking and exploring bilateral trade opportunities.

2. EEPC India, established by the Ministry of Commerce and Industry, Government of India, plays a crucial role in promoting Indian engineering exports worldwide. It has been instrumental in facilitating Indian manufacturers and exporters in reaching new markets, ensuring technology upgradation, and supporting global trade engagements. With its extensive experience in trade promotion, EEPC India has been a key driver in showcasing India's engineering excellence across sectors, including agricultural machinery.

3. India has emerged as a global leader in agricultural technology and machinery, providing cost-effective and high-quality solutions tailored to diverse agricultural needs. Indian manufacturers specialize in tractors, irrigation systems, harvesters, and precision farming tools that have gained popularity in multiple international markets, including Latin America. Guatemalan companies have the opportunity to benefit from India’s advanced yet affordable agricultural equipment, which can significantly enhance local farming efficiency. By collaborating with Indian manufacturers, Guatemalan businesses can introduce innovative farming techniques, reduce costs, and improve productivity in the agricultural sector.

4. Guatemala’s agriculture sector plays a vital role in its economy, contributing to a significant portion of GDP and employment. The demand for modern agricultural equipment has been rising due to the need for improved mechanization and higher efficiency in crop production. Given India’s expertise in producing affordable and efficient agricultural machinery, there is vast potential for Indian companies to expand their presence in the Guatemalan market. By leveraging Guatemala’s strategic location in Central America, Indian exporters can access broader markets in the region, including Honduras, El Salvador, and Costa Rica. The BSM provided a valuable platform for Guatemalan importers to directly engage with Indian suppliers and discuss potential collaborations.

5. Ambassador of India to Guatemala, Dr. Manoj Kumar Mohapatra, delivered the opening remarks, emphasizing the importance of agricultural innovation and collaboration between India and Guatemala. He highlighted India's expertise in producing cost-effective, durable, and technologically advanced agricultural machinery and encouraged Guatemalan businesses to explore partnerships with Indian manufacturers. He also stressed India's commitment to strengthening economic ties with Guatemala through trade and investment.

6. Mr. Nishikant Jumde, Director, EEPC India, spoke about EEPC's efforts in promoting engineering exports and supporting Indian businesses in accessing international markets. He emphasized the growing global demand for Indian agricultural machinery and encouraged Guatemalan stakeholders to benefit from India's technological advancements in this sector. He reaffirmed EEPC India's commitment to facilitating trade linkages and supporting Indian and Guatemalan companies in forming mutually beneficial partnerships.

7. During the event, Indian companies presented their latest agricultural solutions, including smart irrigation systems, advanced harvesting equipment, and precision farming tools. The presentations highlighted how Indian technology can enhance efficiency and productivity in the Guatemalan agricultural sector. Guatemalan companies actively engaged in discussions, showing keen interest in importing Indian machinery and exploring joint ventures. Several companies expressed enthusiasm for direct business collaborations, reinforcing the potential for long-term trade relationships.

8. The Hybrid Business Summit on Agricultural Machinery was a remarkable success, serving as a catalyst for expanding trade ties between India and Guatemala in the agricultural sector. The event underscored India's capabilities as a reliable partner in providing high-quality and affordable agricultural solutions. Guatemala's growing demand for mechanization presents a significant market opportunity for Indian companies. With ongoing business dialogues and potential partnerships, this BSM has set the stage for future trade engagements, ultimately contributing to the modernization and growth of Guatemala's agricultural industry. The Embassy of India in Guatemala extends its gratitude to EEPC India, Indian and Guatemalan participants, and all stakeholders for their active involvement in making the event a great success. Looking ahead, the Embassy remains committed to fostering economic cooperation and enhancing bilateral trade between India and Guatemala.

Guatemala City, 28 March 2025