PRESS RELEASE

BUSINESS MEET ON VETERINARY PRODUCTS: A STEP FORWARD IN STRENGTHENING INDIA-GUATEMALA TRADE RELATIONS

The Embassy of India in Guatemala, in collaboration with the Pharmaceuticals Export Promotion Council of India (Pharmexcil), successfully organized a Buyer-Seller Meet (BSM) on veterinary products on 19 December 2024. The event witnessed significant participation, with approximately 45 Guatemalan companies attending physically and over 100 Indian participants joining virtually. Pharmexcil, established by the Government of India, plays a pivotal role in promoting the export of Indian pharmaceuticals and allied products globally. Its involvement in this BSM underscores its commitment to expanding Indian pharmaceutical footprints in Latin America and fostering collaborations in niche sectors like veterinary medicine.

2. In his opening remarks, Ambassador Dr. Manoj Kumar Mohapatra highlighted the critical importance of veterinary healthcare in ensuring food security and sustainable agriculture, particularly in a region like Central America, which has a robust agricultural economy. He emphasized the significant role Indian companies can play in offering high-quality, affordable veterinary products to the Guatemalan market. Mr. Raja Bhanu, Director General of Pharmexcil, commended the efforts of Indian companies in addressing global veterinary healthcare needs. He stressed the unique positioning of India as a trusted partner for Central America, given its global reputation as the "Pharmacy of the World." He also encouraged Guatemalan companies to explore the wide range of innovative and cost-effective veterinary products presented by Indian exporters.

3. The BSM featured an impressive array of presentations by Indian companies showcasing their cutting-edge veterinary solutions. These solutions included vaccines that address prevalent animal diseases, innovative feed supplements designed to enhance livestock productivity, and advanced diagnostic tools to monitor and manage animal health effectively. Indian companies highlighted their commitment to integrating research and development with manufacturing excellence, ensuring high-quality standards that comply with global regulatory norms. The emphasis on affordability, without compromising quality, demonstrated India’s capability to cater to diverse market demands, making its products exceptionally competitive on the international stage.

4. Guatemala, recognized for its strategic location near the United States and its vital role as a regional agricultural hub, offers a fertile ground for collaboration in the veterinary healthcare sector. The country’s livestock industry, which contributes significantly to its economy, relies heavily on

effective veterinary solutions to maintain productivity and ensure food security. Indian companies, with their proven expertise in producing cost-effective and high-performing veterinary products, are well-positioned to meet these requirements. Furthermore, Guatemala's free trade agreements and access to North and Central American markets amplify the potential for Indian exporters to establish a foothold in the region.

5. The BSM concluded with an air of optimism as Guatemalan buyers and Indian exporters expressed enthusiasm for potential partnerships. The discussions initiated during the meet provided a platform for knowledge exchange and the identification of shared goals. Several Guatemalan companies conveyed their appreciation for the quality and diversity of Indian veterinary products, further solidifying India's image as a reliable partner in the region. Overall, the BSM underscored the growing synergy between Indian and Guatemalan businesses. It reinforced India's commitment to supporting Guatemala's veterinary sector while contributing to the broader objective of strengthening India's presence and partnerships in Central America.

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Guatemala City, 19 December 2024