PRESS RELEASE

BUSINESS MEET ON ELECTRONICS AND SOFTWARE PRODUCTS

The Embassy of India in Guatemala, in collaboration with the Electronics and Computer Software Export Promotion Council (ESC) of India, successfully organized a hybrid Business Meet on Electronics and Software Products on 28 February 2025. The event witnessed participation from around 60 Guatemalan companies and 15 Indian companies joining virtually. The meet aimed to foster bilateral trade, enhance collaboration in the technology sector, and explore new opportunities for Indian and Guatemalan businesses.

2. The Electronics and Computer Software Export Promotion Council (ESC) of India, established by the Government of India, has been at the forefront of promoting Indian IT and electronics exports to global markets. ESC has played a crucial role in facilitating trade partnerships and networking opportunities for Indian businesses, helping them access emerging markets. Its collaboration with Embassy for this Business Meet further reinforced its commitment to strengthening India-Guatemala trade relations in the technology sector.

3. India has emerged as a global leader in software and electronics, significantly impacting the world economy. The country's IT industry, known for its cutting-edge solutions in artificial intelligence, cloud computing, and cybersecurity, has gained international recognition. Indian electronics manufacturing, supported by government initiatives like 'Make in India' and 'Digital India,' has positioned India as an emerging hub for high-quality and cost-effective technology solutions. The growing acceptance of Indian software and electronic products in Latin America underscores their reliability, innovation, and global competitiveness, making them ideal for the expanding Guatemalan market.

4. Ambassador of India to Guatemala, H.E. Mr. Manoj Kumar Mohapatra, in his remarks, emphasized the pivotal role of Indian technology in driving global economic transformation. He highlighted how India's robust IT ecosystem and advancements in digital infrastructure could provide innovative solutions for Guatemala's evolving technological landscape. Ambassador Mohapatra reiterated India's commitment to fostering economic cooperation and encouraged Guatemalan businesses to leverage India's expertise in electronics and software development. He also underscored the importance of mutual collaboration in digital transformation, cybersecurity, and fintech, which could serve as catalysts for growth in Guatemala's tech industry.

5. Mr. Gurmeet Singh, Executive Director of ESC, spoke on the immense potential for collaboration between Indian and Guatemalan businesses. He emphasized that India's IT sector, with its globally acclaimed expertise, can offer tailored solutions to meet Guatemala's technology needs. Mr. Saul Cantoral, President of the Chamber of Technology, Transformation, and Innovation of Guatemala, highlighted the importance of strengthening partnerships in digital transformation. He noted that collaboration with Indian tech firms could be instrumental in driving innovation and economic growth in Guatemala.

6. Guatemala presents a promising market for Indian software and electronics products. With its growing digital economy and increasing adoption of technology-driven solutions, there is significant demand for cost-effective and scalable IT services. The country's expanding startup ecosystem and interest in technological advancements make it a valuable partner for Indian companies looking to explore Latin American markets. Strengthening trade ties in the electronics and IT sectors can lead to increased investment, knowledge exchange, and job creation in both countries.

7. The Business Meet on Electronics and Software Products successfully facilitated dialogue between Indian and Guatemalan companies, paving the way for future collaborations. With strong interest from local businesses and the growing relevance of Indian technology, the event reaffirmed the potential for deeper economic engagement. India and Guatemala stand at the cusp of a new era in technological partnership, driven by innovation, mutual growth, and shared aspirations for a digitally empowered future.

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Guatemala City, 28 February 2025