सत्यमेव जयते

Embassy of India
Guatemala City
*****

PRESS RELEASE

BUYERS SELLER MEET ON AYURVEDA ON 13 MARCH 2023

Embassy of India, Guatemala organized a Buyers Seller Meet on 13 March 2023 in Guatemala City to promote Indian Ayurveda Product in Central American Region. The focus was given to enhance Commerce and trade in the Ayush sector which is needed to upscale rapidly to meet the ever-growing demands of Indian Ayurvedic products in Central American region as well as to serving people at a larger scale who are looking ahead to maintaining their health with these systems. The event was organized in hybrid mode to maximize its reach with physical participation from 25 companies from Guatemala along with prominent companies from India like Dabur, Himalaya, Sandhu and Sri Sri virtually made presentations of their respective products. The BSM was focused on to connect international buyers with appropriate suppliers and facilitates interaction that enables them to source their specific needs in Ayurveda sector. Information was also provided on India's competitive advantages, its export environment and updated position in the global market place. Guatemalan participants appreciated Indian Embassy's efforts to promote millets in the country as they got the first-hand delicious millets preparations.

2. Ambassador Dr Manoj Kumar Mohapatra, in his inaugural speech highlighted the efforts made by the Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy (Ayush) in Ayush sector to ensure quality and standards of Ayush products and price-competitiveness, and Ayush figuring in the Brand India activities. Ambassador also apprised the participants about India's focused attention for the development of Education and Research in Ayurveda, Yoga and Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy with large scope for trade between India and Central America, especially in Ayurveda sector. While delivering their respective speeches, Ms. Karem Sagastume, Head of the Regulation of Pharmaceutical Products Guatemala; Dr. Mariale Rivers, first certificate doctor of Ayurveda in Guatemala; and Ms. Monica Batres, India Business Forum assured full support of Guatemalan companies in enhancing the trade in Ayurveda sector between two countries.

3. In addition to business interactions the guests were also introduced to millet products in commemoration with International Year of Millets 2023. In order to promote millets, Mission served cuisines made by millets to the guests.

* ***

Date : 13 March 2023
Place : Guatemala City