Embassy of India
Guatemala City
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PRESS RELEASE

Cotton Textile Hybrid Buyer Seller Meet
18 April 2023

The Embassy of India, Guatemala City, in collaboration with The Cotton Textiles Export Promotion Council (TEXPROCIL) organized Hybrid Buyer Seller Meet in Guatemala City on 18 April 2023 to explore ways of increasing cotton textile exports to Guatemala. The event was organized in hybrid mode to maximize its reach. The initiative provided a platform to showcase cotton textile products like Cotton, Yarns, Fabrics, Woven & Knitted fabrics, Home Textiles, hand-loom, etc. to the Central American region.

2. The Textile Buyer Seller Meet featured physical participation from over 25 entrepreneurs from Guatemala along with 11 participating companies from India who made presentations of their respective products virtually.

3. H.E. Shri Manoj Kumar Mohaptra, Ambassador of India to Guatemala in his inaugural speech highlighted the large scope for investments and trade between India and Central America. He also emphasized on the high demand of Indian cotton all over the world. While delivering the Welcome Address, Mr. Vijay Agarwal, Vice Chairman-TEXPROCIL India apprised the members about initiatives taken by TEXPROCIL to create vibrant forums for textile entrepreneurs from India to interact with textile entrepreneurs from other countries. He emphasized the importance of Guatemala to play an integral role in the T&C sector within the Central American region and hoped that the Buyer Seller Meet would harness the potential and strength of the Indian cotton suppliers by linking its products and services to the markets in Central American region. Ms. Karin de León, Coordinator of The Apparel and Textile Industry Association Vestex- while addressing the Meet appreciated the efforts of the Embassy and TEXPROCIL in organizing the hybrid BSM and conveyed her best wishes to all the participants and assured all time support to the Indian suppliers from the Municipality of Villa Nueva. The presentation was followed by Question & Answer Session.

4. The BSM was focused on to connect international buyers with appropriate suppliers and facilitates interaction that enables them to source their specific needs. Information was also provided on India's competitive advantages, its export environment and updated position in the global market place. Efforts were made during the Meet to enable better understanding of Indian and International trade policies, emerging trade issues, social and environmental compliances, quality management and sustainable business practices.

5. Dr. Siddhartha Rajagopal, Executive Director from TEXPROCIL conveyed vote of thanks and conveyed best wishes to all the participants for their successful participation with lot of business.

6. 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.

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Date : 18 April 2023
Place : Guatemala City