Embassy of India
Guatemala City

PRESS RELEASE

BUYERS-SELLERS MEET ON INDUSTRIAL SAFETY EQUIPMENT

The Embassy of India in Guatemala successfully organized a Buyer-Seller Meet focusing on industrial safety equipment, aimed at strengthening trade ties and exploring opportunities in this critical sector. The event saw enthusiastic participation from approximately 45 Guatemalan companies and featured presentations by 10 prominent Indian companies, showcasing their world-class safety solutions. The meet served as an effective platform for facilitating dialogue, fostering business partnerships, and highlighting India's growing expertise in industrial safety equipment.

2. In his opening address, the Ambassador emphasized India's position as a trusted global supplier of high-quality industrial safety equipment. He highlighted the importance of such engagements in enhancing trade and investment ties between India and Guatemala. The Ambassador also underscored the Embassy's commitment to creating more opportunities for collaboration, particularly in sectors where India's manufacturing capabilities align with Guatemala's growing industrial needs.

3. Mr. Manish Sharma, Joint Director of the Federation of Indian Export Organisations (FIEO), addressed the gathering, sharing valuable insights on India's dynamic industrial safety equipment sector. He highlighted India's competitive edge in offering innovative, cost-effective solutions that meet international standards. Mr. Sharma encouraged Guatemalan companies to leverage this opportunity to build long-term partnerships with Indian manufacturers, ensuring mutual growth and shared success.

4. India and Guatemala share robust trade relations that have grown significantly over the years. The bilateral trade partnership is characterized by mutual respect and a shared vision for economic development. The industrial safety equipment sector represents a promising area for collaboration, with the potential to further diversify trade portfolios and enhance economic cooperation. Indian industrial safety equipment is increasingly in demand globally due to its adherence to international quality standards, cost competitiveness, and innovation. This demand is

particularly strong in Central America, where industrial growth and safety awareness are on the rise. India's safety equipment sector is well-positioned to meet the region's needs, offering solutions that are reliable, affordable, and tailored to specific industry requirements.

5. The successful execution of this BSM demonstrates the Embassy's proactive efforts to promote trade and collaboration between Indian and Guatemalan businesses. With the growing global demand for Indian safety products and the strengthening of India-Guatemala trade ties, such events play a crucial role in fostering mutual growth. The Embassy remains committed to facilitating similar initiatives to enhance bilateral cooperation and unlock new economic opportunities. It opened new business opportunities for Indian companies while catering to the local demand for high quality safety products.

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Guatemala, 20 November, 2024