सत्यमेव जयते

Embassy of India
Guatemala City
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PRESS RELEASE

BUSINESS MEET ON GEM & JEWELLERY SECTOR IN EL SALVADOR AND GUATEMALA

The Indian gems and jewellery (G&J) industry is one of the largest industries in the world, contributing 29% of global jewellery consumption and contributes approximately 7.0% to India's GDP. In its continued efforts to strengthen Indian gems and jewellery brands Central America, Embassy of India in Guatemala, concurrently accredited to El Salvador and Honduras organized the following business meets with prominent jewellers in Guatemala, Honduras and El Salvador, which will directly benefit the B2B and B2C connection between Indian artisans and companies and potential customers in Central America:

a) Business Interaction in San Salvador, El Salvador on 3rd March 2023
b) Business Interaction in Guatemala City on 6th March 2023

2. Ambassador Dr. Manoj Kumar Mohapatra presided the Business Meet and in his inaugural speech he emphasised on promoting India's large gems and jewellery industry in Central America and to open doors of the market to increase Indian exports. Smt Renu Sharma, CEO. Rajwarah Jewellers Pvt Ltd; Vice Chairman for India Jewellers Forum (IJF) and who has been Technical Convener for Gem and Jewellery Export Promotion Council (GJEPC) interacted with the local jewellers. She made presentation to showcase and demonstrate the latest products and services to meet with industry partners and customers and apprised the gathering about recent market trends and opportunities. In Question & Answers segment, the attendees discussed about new trends, the role of modern tools and technologies related with this industry.

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.

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Date : 7 March 2023
Place : Guatemala City