सत्यमेव जयते

Embassy of India
Guatemala City
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PRESS RELEASE

HYBRID BUYER SELLER MEETING ON CERAMIC SECTOR

Keeping in view the high potential of ceramic market in Guatemala, El Salvador and Honduras, and to keep momentum in India's exports to Central American countries of Guatemala, El Salvador and Honduras, on 29 November 2022, Embassy of India in Guatemala & Trade Promotion Council of India (TPCI) organized Hybrid Buyer Seller Meet. Ambassador Dr Manoj Kumar Mohapatra and Mr. Sandip Das, Deputy Director General, led the meeting from both sides on the hybrid format.

2. The BSM featured physical participation from 30 companies from Guatemala along with approx. 20 participating companies from India, who made presentations of their respective Ceramic products. 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 marketplace.

3. Ambassador Dr. Manoj Kumar Mohapatra, in his inaugural speech highlighted the large scope for trade between India and Central America, and explained about opportunities especially in ceramic sector. He added that as Guatemala is a gateway to the central America and Latin American Countries and is a signatory of CAFTA-OR. Indian companies may wish to explore the possibilities as their future investments/ expansion to the region. While delivering the Welcome Address, Shri Sandip Kumar, Deputy Director General, TPCI encouraged Indian companies to focus on Central American market and emphasized the importance of Guatemala to play an integral role in the ceramic sector within the Central American region.

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Date : 29 November 2022
Place : Guatemala City