

# Buyer Seller Meets strengthen ties with Latin American market

Santiago, Chile; 11<sup>th</sup>-12<sup>th</sup> March 2019; Sao Paulo, Brazil; 14<sup>th</sup>-15<sup>th</sup> March 2019

## Santiago, Chile

EPCH's Buyer Seller Meet in Santiago, Chile, was organised with the support of Embassy of India in Santiago, Chile and Santiago Chambers of Commerce at the Crowne Plaza Hotel, Santiago. This was inaugurated by Mr. Awadh Kumar, Commercial Attache, Embassy of India, Chile. Mr. Rodrigo Mujica R. Director International Affairs, Santiago Chamber of Commerce and Ms. Magdalena Diaz Le Fort, Executive Director, Chile India Chamber of Commerce also graced the occasion. Ms. Anita Nayar, Hon'ble Ambassador of Embassy of India, Chile also visited the BSM and interacted with the Indian exhibitors.



Mr. Awadh Kumar, Commercial Attache, Embassy of India, Chile, inaugurating the BSM, in the presence of Mr. Rodrigo Mujica R, Director, Intl. Affairs, Santiago Chamber of Commerce; and Ms. Magdalena Diaz Le Fort, Executive Director, Chile India Chamber of Commerce



Ms. Anita Nayar, Hon'ble Ambassador of Embassy of India, Chile, seen interacting with the Indian exhibitors at the BSM

32 Indian exporters participated in this Meet and displayed a wide variety of handicrafts, decoratives, houseware, home furnishings & textiles, made ups, fashion jewellery & accessories, shawls & scarves, jute bags and bags in other mediums, garments as well as incense and aromatics from Delhi, Rajasthan, Uttar Pradesh, Karnataka, Punjab, Maharashtra, Haryana, Kolkata and Madhya Pradesh.

The participants have reported a total of 240 business enquiries and expected business at US\$ 389300.

EPCH Buyer Seller Meets in the LAC Region have been successful annual events since the last five years and this was the 7th such event being organised by the Council in Chile since the year 2010. India's exports to the Latin American Region have seen a healthy and consistent growth. The objective of organising this Buyer-Seller Meet was facilitating match-making of Indian companies with the Chilean companies interested in sourcing handicrafts, gifts and lifestyle products for their market, thereby creating a 'Brand Image' of Indian handicrafts amongst Latin American buyers. The Indian participants used this opportunity to meet big brands in Chile like Walmart, Lider DIB Carpets & Home Republic, Cencosud Retails S.A., Lounge, Paris, Home Republic, Commercial Windsor Ltda, Imptradora Triveni SA, Terapias Masajes Sacamostress and La Casa Magica. Over 260 meetings were conducted. Business enquiries were 251 and business under negotiation stood at US\$ 737,000/-.



Glimpses of the Meet with the participants interacting with buyers

## Sao Paulo, Brazil

EPCH organised a Buyer Seller Meet in Sao Paolo, Brazil with the support of the Consulate General of India in Sao Paulo, Brazil. This was organised at the Centro de Convencoes Frei Caneca, Sao Paulo, Brazil. The BSM was inaugurated by Mr. Anil Chaudhary, Acting Consul General of India, in the presence of Mr. Digvijay Nath, Consul Commercial from O/o Consulate General of India; and Dr. Roberto Paranhos, President, Brazil India Chamber of Commerce; and Mr. V S Goel, Member COA and buyers from the Sao Paulo region.

The Buyer Seller Meet in the Latin American Region has been a successful annual event since the last five years and this was the 3rd Buyer Seller Meet organised by the Council in Brazil since March 2017. 32 Indian exporters participated in the BSM and displayed a wide range of handicrafts, decoratives, houseware, home furnishings & textiles, garments & made ups, shawls & scarves, fashion jewellery & accessories, jute & other bags as well as incense, aromatics and Christmas decor. The LAC and Caribbean countries are the potential markets for the Indian handicrafts. The BSM was visited by buying teams from 105 companies. Over 400 meetings were held with the participants. Business enquiries reported by participants were 231 and business under negotiation amounts to US\$ 696,500/-

The exports of handicrafts from India are growing at a healthy rate and stood at US\$ million 3573.49 in 2017-2018. The average exports growth in exports of handicrafts from India has remained between 15 - 16% per annum. The exports of Indian handicrafts to Brazil was of USD 15.86 million during the 2016-17 which increased to USD 19.95 million during 2017-18.



*This was inaugurated by Mr. Anil Chaudhary, Acting Consul General of India, in the presence of Mr. Digvijay Nath, Consul Commercial from O/o Consulate General of India; and Dr. Roberto Paranhos, President, Brazil India Chamber of Commerce; and Mr. V S Goel, Member COA and buyers from the Sao Paulo region*



*Glimpses of the Meet with the participants interacting with the dignitaries as well as buyers*