

Virtual Buyer-Seller Meet

with buyers of LAC Region (Latin American & Caribbean Countries)

23rd to 31st March 2021

The image shows a screenshot of the website for the Virtual Buyer-Seller Meet. The header features logos for EPCH (Export Promotion Council for Handicrafts), Indian Missions in LAC, and the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. Navigation links include HOME, ABOUT, EXHIBITORS, PRODUCT GALLERY, and CONTACT. There are also buttons for 'REGISTER HERE' and 'LOGIN'. A central pop-up window displays the event title 'VIRTUAL BUYER SELLER MEET' and 'EXTENDED DATES! 23-31 MARCH 2021'. Below the pop-up, there are five product category thumbnails: Home, Lifestyle, Fashion, Textiles, and Furniture, each with a corresponding label.

EPCH, in association with Indian Missions in Latin American & Caribbean Countries (LAC Region) and with support of Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India organised the "Virtual Buyer Seller Meet of Indian Handicrafts Manufacturers & Exporters with buyers of LAC Region from 23rd to 31st March 2021 (including 6 more extended days).

The LAC region constituting Chile, Brazil, Peru, Argentina, Colombia, Mexico, Panama, Ecuador, Guatemala, Paraguay, Uruguay, Venezuela & more, has been an important market for

Indian handicrafts. However, it has been a very difficult year as the major international fairs were rescheduled. EPCH with the willingness and active participation of its members launched this Buyer Seller Meet in a Virtual Trade Fair Mode with a robust online ecosystem combining most of a Meet's features with technology that made communication and transacting business between buyers and sellers a pleasurable experience in the age of social distancing.

A total of 91 member exporters from all parts of India participated and displayed a wide range of handcrafted products in categories such as Houseware, Decorative & Gifts; Furniture & Home Accessories; Home Textiles; Furnishings & Floor Coverings; Fashion Jewellery; Fashion Accessories & Bags; Christmas Decorations; Candles & Incense; Lamps & Lighting and more on this virtual buyer seller meet platform. A total of 328 buyers and 38 buying agents visited.

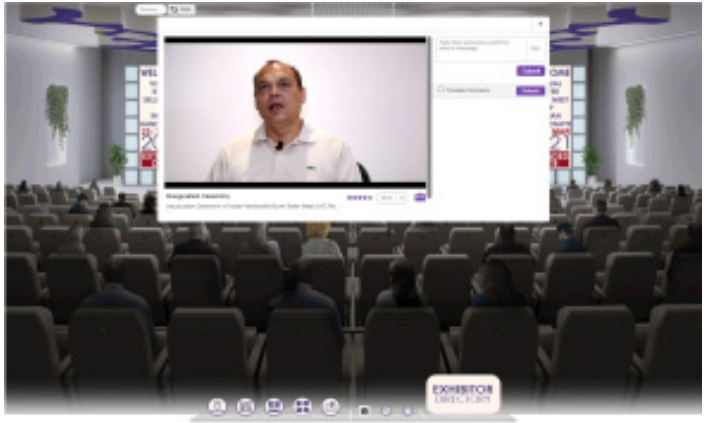
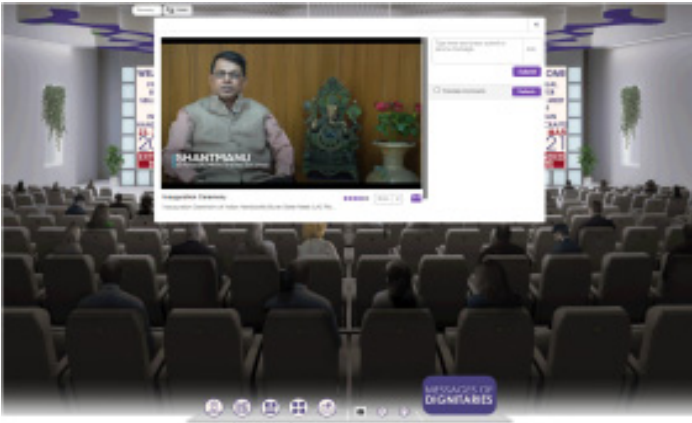
This Meet was successfully organised with active support from Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; H.E. Ms. Anita Nayar, Ambassador, Embassy of India in Chile; H.E. Mr. Mahender Singh Kanyal, Ambassador, Embassy of India in Suriname; H.E. Mr. Suresh K. Reddy, Ambassador, Embassy of India in Brazil; H.E. Mr. Dinesh Bhatia, Ambassador, Embassy of India in Argentina; H.E. Mr. Sanjiv Ranjan, Ambassador, Embassy of India in Colombia; H.E. Mr. Mandarapu Subbarayudu, Ambassador, Embassy of India in Peru; H.E. Mr. Arun Kumar Sahu, High Commissioner, High Commission of India in Trinidad and Tobago; H.E. Mr. Upender Singh Rawat, Ambassador, Embassy of India in Panama; H.E. R Masakui, High Commissioner, High Commission of India in Jamaica; H.E. Mr. B S Mubarak, Ambassador, Embassy of India in Guatemala; H.E. Mr. Abhishek Singh, Ambassador, Embassy of India in Venezuela; H.E. Smt. Madhu Sethi, Ambassador, Embassy of India in Cuba; Mr. Amit Kumar Mishra, Consul General, Consulate General of India in Sao Paulo, Brazil. ABCASA - The Brazilian Association of Household Goods, Decoration, Gifts, Housewares, Parties, Flowers and Textile was the Associate Partner and M/s. Hotmarketing



Brazil - Strategies for Winners, B2B International Marketing & Communication Services, Sao Paulo, Brazil provided marketing services during Virtual Buyer Seller Meet (LAC Region).

The objective of organising this Virtual Buyer Seller Meet was match-making on a virtual platform for Indian companies with Latin American & Caribbean buyers interested in sourcing Handicrafts, Gifts, Furniture, Fashion and Lifestyle products from



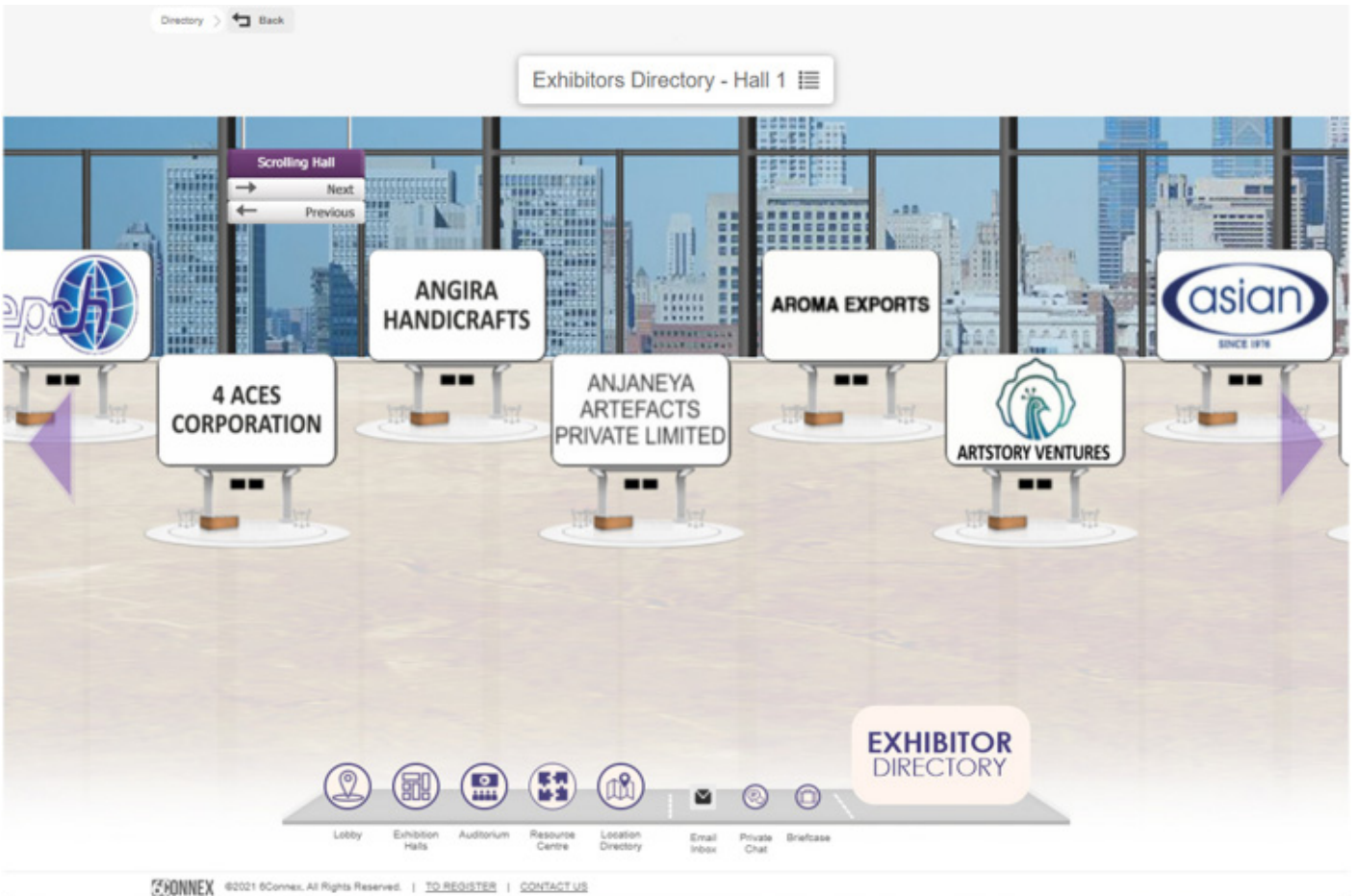


India and strengthening the image and acceptability of Indian handcrafted products in the LAC markets.

Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India welcomed all the buyers and exhibitors and also thanked the Indian Missions in promoting the Buyer Seller Meet amongst buyers in their respective countries. He remembered that exactly one year back around 24th or 25th March the first lockdown was announced in India and of course everybody was very disturbed but as life

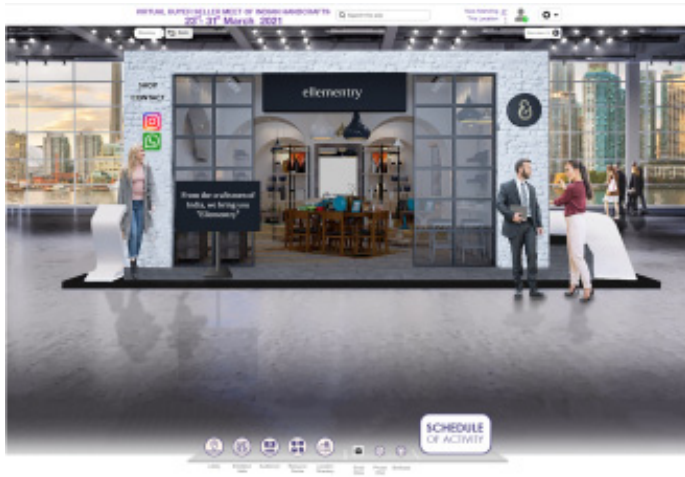
goes on with livelihood of the individuals of utmost importance; keeping that in view the Export Promotion Council for Handicrafts also started organising virtual fairs and virtual Buyer Seller Meets so that livelihood of the several persons who are dependent on this sector do not suffer and in that series this was the fourth event being organised for specific markets/countries.

While addressing the audience, **Mr. Ravi K Passi, Chairman, EPCH** informed that this virtual BSM provided a viable marketing option to the exhibitors and buyers and hoped that this virtual



Buyer-Seller-Meet in association with Indian Missions will lead to a growth in India-Latin American & Caribbean Countries' economy and people to people relations. He called this Meet, a great marketing linkage for buyers and also for the artisans associated with exporters in this difficult time.

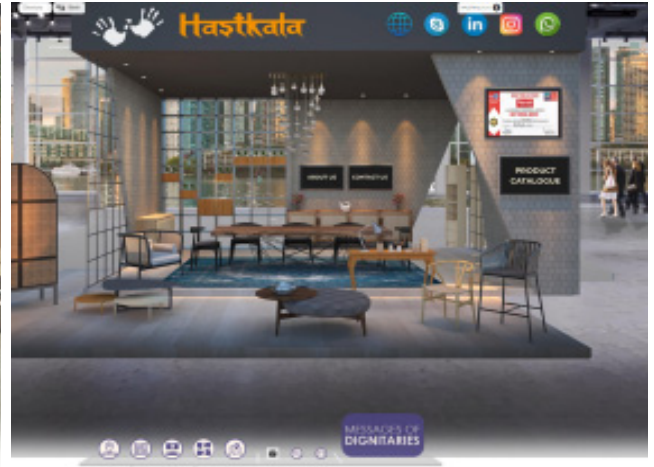
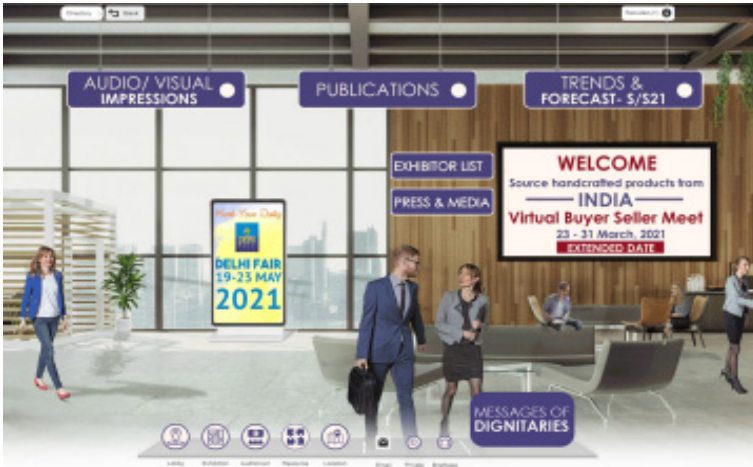
Dr. Rakesh Kumar, Director General, EPCH shared the journey of EPCH's IHGF Delhi Fair since 1994 as the show has



gone from strength to strength from just 318 exhibitors to reach a record 3500 in the 48th edition, held in October 2019 at India Expo Mart Greater Noida. He added that even during pandemic period in the last three quarters, when physical fairs have not been possible, EPCH has successfully organised 4 International Virtual Trade Fairs and 3 International Virtual BSMs in between June'2020 to February'2021. Dr. Kumar added that at a time when the world trade is affected due to Covid-19 pandemic, this virtual event is a step to invite the buying community of Latin American & Caribbean Countries and make sustained efforts towards promotion of Indian handicrafts to provide market linkages for overall growth and development of the sector as well as for ensuring livelihood for the artisans.

Mr. R K Verma, Executive Director, EPCH welcomed all the participants to the virtual BSM and said that EPCH has made an appreciable effort to present large range of Indian handicrafts like home décor, home furnishing, furniture, lamp lighting, floor covering, fashion jewellery & accessories, aroma and wellness products to buyers of LAC region during this BSM.





With 12 business hours each day and the platform being open to visitation round-the-clock, the virtual BSM aimed to help buyers and sellers get connected and work for product lines towards a promising and hopeful season ahead. There were some exhibitors with ready stocks as well.

This virtual BSM received over 328 buyers from Latin American & Caribbean Countries (LAC Region) such as Brazil, Mexico, Colombia, Argentina, Peru, Venezuela, Chile, Guatemala, Ecuador, Bolivia, Haiti, Cuba, Dominican Republic, Honduras,

Paraguay, Nicaragua, El Salvador, Costa Rica, Panama, Uruguay, Jamaica, Trinidad and Tobago, Guyana, Suriname, Belize, Bahamas, Barbados, Saint Lucia, Grenada, St. Vincent & Grenadines, Antigua and Barbuda, Dominica, Saint Kitts and Nevis and more and nearby countries. Additionally, representatives from 38 buying agencies also registered for the virtual BSM to source on behalf of theirs. The Indian handicrafts exhibitors participated in this Virtual Buyer-Seller Meet received positive number of business enquiries from the buyers. ■