

Virtual Buyer-Seller Meet

EPCH organises BSM to enhance Handicrafts Exports to
Africa & Middle East

15th to 18th February 2022



Export Promotion Council for Handicrafts, in association with Indian Embassies, High Commissions & Consul General Offices in Africa and West Asia & North African (WANA Region) countries successfully organised a "Virtual Buyer Seller Meet of Indian Handicrafts Manufacturers & Exporters with buyers of Gulf, Middle Eastern and African Countries from from 15 - 18 February, 2022 where 100 manufacturers and exporters from all parts of India displayed the wide range of handcrafted products.

This Virtual Buyer-Seller Meet has been organised with the objective of match-making on virtual platform of Indian



companies with the Gulf, Middle East & African buyers & companies interested in sourcing Handicrafts, Gifts, Furniture, Fashion, Lifestyle products from the countries in Africa and WANA Region and other markets thereby creating a 'Brand Image' of Indian Handicrafts amongst buyers and importers.

The opening ceremony was organised on 15th February 2022 on the virtual platform with best wishes messages extended by H.E. Dr. Ausaf Sayeed, Ambassador, Embassy of India, The Kingdom of Saudi Arabia; H.E. Mr. Ajit Gupte, Ambassador, Embassy of India, Egypt; Ms. Anju Ranjan, Consul General, Consulate General of India, Johannesburg, South Africa.



H.E. Dr. Ausaf Sayeed, Ambassador, Embassy of India, The Kingdom of Saudi Arabia said, “the quality and range of handicrafts

showcased in this virtual buyer seller meet is truly amazing and this is a wonderful opportunity for Saudi Arabia and Gulf & African countries buyers to connect and source from Indian handicrafts exhibitors.”

H.E. Mr. Ajit Gupte, Ambassador, Embassy of India, Egypt said, “I hope that this Virtual Buyer Seller Meet will be a starting point to connect prospective buyers from Egypt and WANA Countries and Indian manufacturers of home decor, furniture, furnishings and carpet, jewellery & accessories, houseware and sustainable & eco-friendly products. Both India and Egypt have a long history of excellent artisanship and handcraft.”



Ms. Anju Ranjan, Consul General, Consulate General of India, Johannesburg, South Africa speaking on the occasion said, “I am very

delighted to be part of this Virtual BSM of Indian Handicrafts for the Africa and WANA markets especially at a time when the pandemic has disrupted normal rules of engagement.”

Speaking on the occasion, **Mr. Raj Kumar Malhotra, Chairman, EPCH**, welcomed all to the Meet and informed that this



provided a viable marketing option to the exhibitors and buyers. It was organised with the expectation of enhancing India’s handicraft exports to the regions.



Dr. Rakesh Kumar, Director General, EPCH & Chairman, India Exposition Mart Ltd., welcomed the buyers and

informed that due to the pandemic, the past two years had been very challenging. But EPCH through its concerted efforts has been able to connect exporters of Indian handicrafts with the rest of the world. He further added that EPCH had organised over 12 virtual trade fairs and Buyer Seller Meets of Indian handicrafts exporters with the global players. This particular buyer seller meet was specially curated to the African & Middle East Region.

Mr. R. K. Verma, Executive Director, EPCH informed, EPCH already organised more than 12 virtual fairs and BSMs. These



Virtual BSMs connected buyers & sellers through digital mode and successfully undertaken businesses. He expressed the commitment of EPCH to continue providing B2B matchmaking to all the buyers and exhibitors and thanked the Ministry of Commerce, Govt. of India and Indian Missions of Africa and WANA Region in promoting the Virtual BSM wherein the participants have got encouraging response. He further added that this initiative will pave way for increased business in these regions.

The Virtual Buyer Seller Meet (Africa & WANA Region) has been the fulcrum and the catalyst for the growth of the Indian Handicrafts Exports to African & Middle Eastern Markets and this Virtual Buyer Seller Meet was meaningful not only for the business opportunities it provided to both big and small manufacturers and exporters but also for the networking it facilitates of bringing all stakeholders on to a common platform in the Spring and Autumn season.

This Virtual Buyer Seller Meet received over 245 buyers

from countries in WANA Region: United Arab Emirates, Saudi Arabia, Qatar, Bahrain, Oman, Kuwait, Iran, Jordan, Israel, Turkey, Egypt, Morocco, Lebanon and AFRICAN countries: Nigeria, Ethiopia, Democratic Republic of the Congo, Tanzania, South Africa, Kenya, Uganda, Angola, Mozambique, Ghana, Madagascar, Cameroon, Côte d'Ivoire, Zambia, Senegal, Zimbabwe and nearby countries. The Indian handicrafts exhibitors participated in this Virtual Buyer Seller Meet received positive number of business enquiries from the buyers.

