

## **REPORT ON**

### **Reverse Buyer-Seller Meet (JUTEXPO-2019) organized by Jute Products Development & Export Promotion Council (JPDEPC) in Kolkata on January 07-08, 2019**

The first-ever Reverse Buyer-Seller Meet (RBSM) - JUTEXPO-2019 followed by Export Award Giving Ceremony and jute in Fashion was held in Kolkata on 7<sup>th</sup> and 8<sup>th</sup> January, 2019 at Old Currency Building, 4, B B D Bag, Kolkata-700 001. The event was organized by the Council under Market Access Initiative Scheme (MAI) of Ministry of Commerce alongside 'Outreach Program', jointly organized by National Jute Board, Central Silk Board, D C (Handicrafts), Jute Commissioner Office and NIFT under the aegis of Ministry of Textiles, supported by the Ministry of Commerce & Industry (Department of Commerce) and Ministry of Textiles, Government of India.

#### **Inauguration of the Event**

The event was inaugurated on 7<sup>th</sup> January, 2019 by Shri Raghvendra Singh, Secretary (Textiles), Ministry of Textiles, Govt. of India in the august presence of Shri Moloy Chandan Chakraborty, Jute Commissioner, other Govt. Officials, overseas delegates, prominent members from jute industry, press and electronic media.



**Lighting of the lamp by Shri Vivek Agarwal, Chairman, JPDEPC**

#### Background of the Event

The Indian jute diversified products sector is not only playing significant role in the country's economy but also providing employment to a large number of people in rural and semi urban areas. Besides, it is also generating valuable foreign exchange as the manufacturing is mainly with the indigenous raw material.

Today, the global concern for environment and increasing consumer preference for bio-degradable natural fibre products have opened a window of opportunity for enhanced use of jute. The diversified innovative application of jute fibre has

been incorporated in industries such as fashion, furnishing and healthcare industry.

Despite of such a high demand, only a fraction of this opportunity is being utilized. The key reasons being limited access to the market and weak product promotion. Small exporting units cannot afford to participate in various promotional activities like Buyer Seller Meet in India and abroad.



**Inaugural Ceremony**





**Presentation of flower bouquet by Shri Vivek Agarwal, Chairman, JPDEPC**

### **Indian Participants in JUTEXPO 2019**

39 Indian exporter-exhibitors covering various jute diversified/lifestyle products and service providers participated in this first-ever Jutexpo (RBSM) organized by JPDEPC under the MAI scheme of Government of India, in the Ministry of Commerce.



**Shri Raghvendra Singh, Secretary (Textiles) MOT interacting with exhibitors**





**Shri Vivek Agarwal, Chairman, JPDEPC interacting with foreign buyer**



**Shri Vivek Agarwal, Chairman, JPDEPC interacting with foreign buyers**



**Overseas buyers' interaction with Indian exhibitors**





**Shri Raghvendra Singh, Secretary (Textiles) MOT visiting JUTEXPO accompanied by Shri Vivek Agarwal, Chairman, JPDEPC**

#### **Participation Overseas Buyers:**

Overall **46 buyers from 14** countries namely Russia, Egypt, Algeria, Chile, Australia, Malaysia, Vietnam, U K, Thailand, UAE, Myanmar, China, Nepal, Sri Lanka attended the event.

In addition, 21 reputed buying houses and buying agents who are supposed to carry forward the business through their parent companies attended the 2 day event. They mainly represent important importer and business house of Europe and North America.

### **Business Turnout:**

As a result of interactions between Indian exhibitors and foreign buyers, spot orders were booked and many serious enquires were generated. On an average, each Indian exhibitor received a good number of serious trade enquires for the respective products. Products like hand and shopping bags generated maximum demand and buyers from Russia, Chile and Vietnam seem to be quite serious in doing business with India. However, all this would require vigorous follow-up from Indian supplier side.

### **Export Performance Award**

Exporters of certain categories of jute products were awarded by the Hon'ble Minister of Textiles, Smt. Smriti Irani on 7<sup>th</sup> January 2019 evening for their export performances during the 2017-18.



**Export Performance Award (1)**



**Export Performance Award (2)**





**Export Performance Award (3)**

### **Fashion Show:**

A Fashion Show of 60 (Sixty) minutes duration was organized by the Council in collaboration with National Jute Board on 8<sup>th</sup> January, 2019 evening at the venue. It was a grand evening showcasing the innovative designs and collections with the participation of the jute industry.



**Fashion Show (1)**



**Fashion Show (2)**





**Fashion Show (3)**



**Fashion Show (4)**

## **Interaction with press**

The press was invited for the inaugural ceremony. Besides interacting with Indian and foreign participants, the press interviewed Shri Raghvendra Singh, Secretary (Textiles) MOT. The media was briefed about the significant achievement of jute industry and the road ahead for the jute sector.

Shri Vivek Agarwal, Chairman, JPDEPC briefed that India has emerged as the **second largest** exporter of jute goods and Indian jute industry hold significant market share in the global import of jute goods. The future outlook is bright. He added that event like this will help exporters to contact with the global buyers at the hub of Indian jute industry.

## **Conclusion:**

The RBSM has evoked overwhelming response from overseas buyers and been able to judge the capabilities of the Indian jute goods sector and thus, JPDEPC has decided to organize second next edition of RBSM in Kolkata sometime in the month of Feb 2020.

This is to place on record that the successful organization of the international business meet could be possible due to the cooperation of the Indian Missions abroad in mobilizing foreign buyers and guidance received from the Ministry of Textiles & National Jute Board. Last but not the least, without untiring support of the management, the event could not be organized.

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