

Report on 2nd Edition of Reverse Buyer Seller Meet (RBSM) – JUTEXPO-2020 in Kolkata on 12th & 13th January, 2020

In order to enhance India's export of jute goods and jute diversified products, the Jute Products Export and Development Council (JPDEPC) is consistently undertaking various marketing initiatives which include participation in overseas fairs and organizing RBSMs in India and visit of sourcing delegation of jute diversified products to potential countries.

As part of Annual Action Plan for 2019-20, JPDEPC organized the 2nd edition of Two Day Reverse Buyer Seller Meet (RBSM) – JUTEXPO-2020 on 12th and 13th January, 2020 at Maple Lawns, P C Chandra Gardens, Kolkata, West Bengal. This stand-alone event was supported under Market Access Initiative Scheme (MAI) Scheme of Department of Commerce, Government of India.

Shri Neel Kamal Kankani, Chairman, JPDEPC inaugurated the event on 12th January 2020 morning. Shri Rajesh Kumar Khemka, Vice-Chairman, Shri Vivek Agarwal, Immediate Past Chairman, Shri Manish Kajaria, Former Chairman & other CoA members of JPDEPC, member participants, overseas buyers, representatives from buying houses, and Government officials were present at the inauguration ceremony.



Ribbon Cutting Ceremony at JUTEXPO-2020 by Shri Neel Kamal Kankani, Chairman, JPDEPC with other CoA members on 12th January, 2020



Lighting Lamp at JUTEXPO-2020 by Shri Neel Kamal Kankani, Chairman with other CoA members of JPDEPC



Group photograph of Chairman, JPDEPC with all CoA members at Opening Ceremony on 12th January 2020 morning at JUTEXPO-2020

Shri Neel Kamal Kankani, Chairman, JPDEPC expressed sincere thanks to member exporters for their participation and overseas buyers from about 42 countries for accepting Council's invitation for their participation in the JUTEXPO-2020. He also expressed sincere thanks to Ministry of Commerce & Industry, Ministry of Textiles, Govt. of India and Sponsors for their support to make this event a grand success.

Shri Neel Kamal Kankani, Chairman interacted with overseas buyers and widely discussed about strength and opportunities of Indian jute industry for long-lasting business relations with member exporters of jute goods & jute diversified products.

Glimpses of Overseas Buyers' visit at JUTEXPO-2020









The Objectives of organizing the RBSM are:

- To provide an international marketing platform and publicity campaign for jute & jute allied products.
- To create a linkage between the foreign buyers and Indian exporters at a single platform towards exploring business collaborations and joint ventures.
- To provide opportunity for small and medium exporters located at various places in different parts of India to meet overseas buyers and buying houses.
- To create opportunity of preference to sell focus products to focus buyers from focus countries.
- To assess the strength and weaknesses of the competitors to explore the markets.

The member exporters interacted with individual buyers and discussed about specification of products, current fashion trends and other allied business factors involved in the business development.

Award

JPDEPC organized the 2nd Export Excellence Award Function for 2018-19 on 12th January, 2020 at Maple Lawn, P C Chandra Garden, Kolkata. H.E. Shri Jagdeep Dhankhar, Hon'ble Governor of West Bengal had graced the occasion as the Chief Guest and presented the Trophies to the outstanding members for their meritorious performance in export for jute goods & jute diversified products.

Glimpses of Award Presentation Function





H.E. Shri Jagdeep Dhankhar, Hon'ble Governor of West Bengal addresses to Award Winners & participants-JUTEXPO-2020



Shri Neel Kamal Kankani, Chairman, JPDEPC addresses to Award Winners & Participants JUTEXPO-2020)





Shri Jagdeep Dhankhar, Hon'ble Governor, West Bengal gives away Award to an Award Winners



1 (One) MOU was signed by JPDEPC with Malaysia Gifts & Premium Association (MGPA) to establish and develop commercial links between the business communities of both countries in general and their respective members in particular to promote trade and investment relations between India and Malaysia and to constantly endeavor to improve co-operation between the two Organizations and also to assist trade/market research, conferences, symposia and exhibitions/trade fairs etc.



Glimpses of MOU Signing Ceremony between JPDEPC & MGPA on 13th January, 2020



Group Photograph at Closing Ceremony of JUTEXPO-2020 on 13th January, 2020

Conclusion:

As per the feedback received from the India participants, there were good number of business enquiries and positive business negotiations generated during the TwoDay JUTEXPO-2020 held in Kolkata on 12th & 13th January, 2020. The participants were satisfied with all arrangements and coordination services extended by the Council.

20 out of the over 30 exhibitors made annual contracts with the overseas buyers on an average. Substantial orders and enquires were generated. 70-75% of the attendees were found the Business Visitors excellent and their Business Deals were very satisfactory and they look forward to 3rd Edition of RBSM in Kolkata during January, 2021.

The overseas buyers have expressed their view that there are vast possibilities available for establishing business relations with Indian jute goods suppliers. The availability of qualitative and fashionable jute diversified products fulfilled the requirement and expectations of visiting buyers. The participating buyers appreciated the Council's initiative for providing such platform for finished jute diversified products specially jute hand/shopping bags products of all segments under one roof.
