

## **REPORT ON**

### **Reverse Buyer-Seller Meet (JUTEXPO-2022) organized by Jute Products Development & Export Promotion Council (JPDEPC) in Kolkata on 24<sup>th</sup> and 25<sup>th</sup> March, 2022.**

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 2021-22, JPDEPC organized the 4<sup>th</sup> Edition Reverse Buyer-Seller Meet (JUTEXPO-2022) on 24<sup>th</sup> and 25<sup>th</sup> March, 2022 at NOVOTEL, Kolkata. This stand-alone event was supported under Market Access Initiative Scheme (MAI) Scheme of Department of Commerce, Government of India and Ministry of Textiles, Govt. of India.

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

The event was inaugurated on 24<sup>th</sup> March, 2022 by Shri Moloy Chandan Chakraborty, Jute Commissioner, O/o. Jute Commissioner with Shri Rajesh Kumar Khemka, Chairman and other Committee of Administration (CoA) Members with Indian exporter-exhibitors and overseas buyers.



**Ribbon Cutting Ceremony Shri Moloy Chandan Chakraborty, Jute Commissioner with other CoA members of JPDEPC at JUTEXPO-2022**



**Lighting Lamp at JUTEXPO-2020 by Shri Moloy Chandan Chakrabortty, Jute Commissioner with other CoA members of JPDEPC**



**Lighting Lamp at JUTEXPO-2020 by Shri Rajesh Kumar Khemka, Chairman, JPDEPC with other CoA members of JPDEPC**





**Group Photo of CoA Members with Jute Commissioner at JUTEXPO-2022**

Shri Rajesh Kumar Khemka, Chairman, JPDEPC expressed sincere thanks to member exporters for their participation and overseas buyers for accepting Council's invitation for their participation in the JUTEXPO-2022. He also expressed sincere thanks to Ministry of Commerce & Industry, Ministry of Textiles, Govt. of India and stressed that JPDEPC committed to take jute exports to new height and to achieve this goal Council is organizing this annual event every year. Chairman interacted with overseas buyers and widely discussed about strength and opportunities of Indian jute industry for long-lasting business relationship.

Shri Moloy Chandan Chakraborty, Jute Commissioner in his inaugural speech appreciated the initiative of the Council for creating a greater awareness about flourishing market of the golden fiber and its enormous capabilities.

30 Nos. Indian exhibitors of jute diversified/lifestyle products interacted closely with 110 visiting foreign buyers from 16 countries viz. Germany, Australia, Canada, USA, U.K., Hungary, Egypt, Jamaica, UAE, Bangladesh, Maldives, Spain, Ghana, Nepal, Mauritius and Sri Lanka etc.

## Glimpses of Jute Commissioner & Overseas Buyers' visit at JUTEXPO-2022



















### **Business Turnout:**

As a result of interactions between Indian exhibitors and foreign buyers, spot orders of substantial values 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 USA, U.K., UAE, Spain, Ghana & Sri Lanka seem to be quite serious in doing business with India. However, all this would require vigorous follow-up from Indian suppliers' side.



## **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 next edition of RBSM in Kolkata sometime during 2022-23.

As per the feedback received from the India participants, there were good number of business enquiries and positive business negotiations generated during the Two Day JUTEXPO-2022. 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 5<sup>th</sup> Edition of RBSM in Kolkata during FY 2022-23.

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.

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