

Indian products spark interest at China trade fair



LEFT: Mr Krishan Gopal Arya, Consulate Officer, Consulate General of India, Guangzhou (3rd from left) at FIEO Booth. On his right are Mr Rakesh Kapoor, FIEO and a buyer from China. **RIGHT:** Buyers with Indian exhibitors.

The China Import and Export Fair i.e. Canton Fair is held biannually in Guangzhou every spring and autumn since 1957. The fair is a comprehensive one with the longest history, the highest level, the largest scale, the most complete in exhibit variety and the broadest distribution of overseas buyers throughout the globe.

FIEO has been representing India in the Canton Fair and has been providing a platform for Indian companies to showcase their products to international buyers and also create inroads into the Chinese market.

With this objective, FIEO once again participated in Phase 3 of the China Import Export Fair which was held from May 1-5, 2012. The Indian companies represented diversified sectors like jute & jute products, coir & coir products, rubber, different types of bags, home textiles, home décor items, handicrafts, cushion covers, rolls & ribbons, bathmats & rugs, beach wear, blouses, skirts etc. FIEO's participation was facilitated by Mr Rakesh Kapoor.

The India Pavilion was in the International Pavilion which also housed

pavilions from other countries, including Korea, Taiwan, Malaysia, Hong Kong, the Philippines, Vietnam, Pakistan, Germany, Thailand, Greece and the US. Some of the prominent Indian companies which participated in the fair were Ashoka Lifestyle, Ballyfabs International, Detilish Rugs, Eco Packaging, Ganges Jute, Gloster Ltd, Green Earth International, Homelines Textiles, Kaizen Kraft, Kariwala Home Styles & Fashions, OSB Overseas, Ravi Exports, Sarla Handicrafts, and Vani Clothing Company.

The India Pavilion was visited by more than 3000 buyers. Officials from the Consulate General of India in Guangzhou also visited the Indian Pavilion and interacted with the exhibitors.

International buyers who visited the FIEO booth showed keen interest in sourcing products from India such as meat and meat products, agriculture products, rice, pharmaceuticals like tablets, medicines, pain killers, gems & jewellery, denim and polyester items.

FIEO representatives also met Mr Indra Mani Pandey, Consulate General of India in Guangzhou, at his office and briefed about FIEO's

participation in Phase 3. Mr Pandey complemented FIEO for boosting Indian participation at the fair.

India-China Trade

Bilateral trade between India and China has been growing and China has emerged as India's second trading partner with an all-time high figure of \$63 billion in 2010-11 from \$42.44 billion in 2009-10. India's exports to China jumped 69% to \$19.6 billion in 2010-11 from \$11.6 billion in 2009-10. Overall imports also increased 41% to reach \$43.5 billion from \$30.8 billion during the same period. With the current bilateral engagements between the two countries, trade between India and China is likely to achieve the \$100 billion mark by 2015. ■

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