

## Much improved Indian Pavilion at Canton Fair

FIEO organized participation of 37 Indian companies with 95 delegates in Phase 1 of the China Import Export Fair held from April 15-19, 2012 at Guangzhou, China. The exhibitors were from diverse sector like machinery & equipment, building hardware & building material, household electrical appliances, consumer goods etc. FIEO's participation was coordinated by Ms Nirmala Tete, Dy. Director and Ms Sunita Tatwal, Coordinator, FIEO.

The Indian pavilion was inaugurated by Mr Indra Mani Pandey, Consul General of India, Guangzhou, and Mr Rahul Chhabra, Deputy Chief of Mission, Embassy of India, Beijing. They complimented FIEO for the display of the India Pavilion and good participation by exhibitors to promote the "Brand India" image in China. Mr Pandey was pleased to note that the display by the participants was improving in each session of the fair. The CGI and DCM met the exhibitors and extended their support. They also offered the help of the Indian Consulate in seeking Chinese buyers for the exhibitors.

During the visit, the participants requested Mr Pandey to negotiate with the Chinese authorities to issue multiple entry visa valid for a year. Currently, multiple entry visa valid for three months is being issued. Mr Pandey assured to take up the issue with the appropriate authority.

### India Pavilion

The India Pavilion was in Hall 9.3, which also housed pavilions from other countries like Korea, Turkey, Taiwan, Malaysia, Hong Kong, Taiwan etc. The India Pavilion was spread over 594 sq m. The exhibit profile of the India pavilion covered sectors like building materials, kitchen and sanitary ware, hand tools, household



Mr Indra Mani Pandey, Consul General of India, Guangzhou, (2nd from right) and Mr Rahul Chhabra, Dy Chief of Mission, Embassy of India, Beijing (2nd from left) inaugurating the India Pavilion. On Mr Pandey's right is Mr Chhabra, and on his left is Ms Nirmala Tete, Dy Director, FIEO. At extreme left, Ms Sunita Tatwal, Coordinator, FIEO.



Mr Rahul Chhabra, Dy Chief of Mission, Embassy of India, Beijing (2nd from left) recording his comments in the Guest Book. On his left is Mr Indra Mani Pandey, CGI, Guangzhou and on his right is Mrs Chhabra.

electrical appliances, kitchenware, home décor products, machinery equipment, etc. Some of the prominent companies which participated in the fair were TTK Prestige Group, Symphony Ltd, William Goodacre & Sons India (P) Ltd, Ganges Jute, Bhalaria Metal Craft Pvt Ltd, Eastman

International, Black Jack India Ltd, Jhalani Impex, Princeware International and Lakshay International etc.

The India pavilion was visited by 7412 buyers.

In terms of product display, the



LEFT: Mr Indra Mani Pandey, CGI, Guangzhou with media.  
RIGHT: Visitors at FIEO booth.



top five industries were hardware & tools, building material, electrical household appliances, electronics and it products, consumer goods, building and kitchen appliances, plastic & plastic products

#### Meeting with General Agent

On April 16, China Foreign Trade Centre & the General Agent called a meeting with the Sub Agents of participating countries. Suggestion and feedback were given to the organizer and the General Agent for further improvement of participation

and presentation of the International Pavilion.

#### India-China Trade

Bilateral trade between India and China has been growing and China has emerged as India's second largest 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 per cent to \$19.6 billion in 2010-11 from \$11.6 billion in 2009-10. Overall imports also increased 41 per cent 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.

Now with China permitting the import of basmati rice from India, producers/exporters of rice will have to put in their best efforts to penetrate into the Chinese market which is presently dominated by Thai varieties and to some extent Pakistani aromatic rice. ■

## Exports growing but trade deficit needs immediate attention: FIEO Chief

Complimenting the Government for touching the \$303.7 billion mark in exports in 2011-12, Mr M. Rafeeqe Ahmed, President, FIEO, said the same is commendable particularly in view of the fact that global trade took a hit in 2011 as compared to growth in 2010.

The growing trade deficit of \$184.9 billion, which is the highest in the history of India's trade is a cause of concern. However, he said looking at the profile of imports, very little room for manoeuvring since the increasing trade deficit is on account of large imports of petroleum, gold, silver and coal besides machinery and inputs. While import of machinery and inputs, petroleum and coal would be necessitated for meeting domestic

manufacturing and energy requirement, some respite in gold and silver import would be possible if other avenues of investments like stock market and real estate start giving good returns, said Mr Ahmed.

The FIEO chief pitched that the deficit could be bridged by increasing exports, as the market and product diversification strategy has started yielding results. Mr Ahmed said the government should provide necessary competitiveness to exports by providing lower rate of credit through re-introduction of interest subvention, rebating of state and local taxes, providing marketing support to micro and small enterprises through creation of an export development fund.