

## Guatemala bound envoy calls for stronger export push

Mr Subrata Bhattacharjee has been designated the Ambassador of India to Guatemala. In order to brief him about the trade opportunities and bilateral trade between India and Guatemala, a meeting was held with Mr Ajay Sahai, DG & CEO, FIEO, on April 11, 2012 in New Delhi.

Mr Sahai while welcoming Mr Bhattacharjee, informed about FIEO and its role in the promotion of exports from India. He informed that the Federation has more than 16,000 members spread across the country and represent multiple sectors. FIEO participates in international trade fairs and exhibition to tap emerging business opportunities.

He also informed that Latin America and Africa are amongst the focus regions of the Government in addition to other emerging markets and FIEO is also giving due importance to this region accordingly. Mr Sahai said Mr Bhattacharjee could help identify established multi-product fairs in Guatemala so that Indian exporters can participate and understand the market trends, thereby promoting business.

Mr Bhattacharjee briefed about the Guatemalan economy and informed that the current level of India's exports to that country is low as its main import partners are the US, Mexico and China. He informed that he would look into the possibilities of further enhancing India's trade and also various potential sectors where India could have comparative advantage.

During the discussions it was informed that the sectors where India could enhance its exports to this



Mr Subrata Bhattacharjee, Ambassador-designate to Guatemala (centre) with Mr Ajay Sahai, DG&CEO, FIEO (extreme right); and Mr Vinod Pal, Director, FIEO (extreme left).

country are pharmaceuticals, auto components, artificial jewellery, home and kitchen products etc. Mr Bhattacharjee assured he would look into the possibility of promotion of these sectors along with other potential sectors. He also suggested that FIEO could bring a delegation of Indian exporters to know more about the market size and establish business contacts.

Guatemala is located in Central America, bordered by Mexico to the north and west, the Pacific Ocean to the southwest, Belize to the northeast, the Caribbean to the east, and Honduras and El Salvador to the southeast. Its area is 108,890 km<sup>2</sup> with an estimated population of 13,276,517.

Some of its main products for export are fruits, vegetables, flowers, handicrafts, clothes. GDP in purchasing power parity (PPP) in 2010 was

estimated at \$70.15 billion. The service sector is the largest component of GDP at 63%, followed by the industry sector at 23.8% and the agriculture sector at 13.2% (2010). In March 2006 Guatemala's congress ratified the Dominican Republic-Central American Free Trade Agreement (DR-CAFTA) between several Central American nations and the United States. Guatemala also has free trade agreements with Taiwan and Colombia.

India's exports to Guatemala showed an increase of 27.39% in 2010-11 at \$111.02 million. India's major exports to Guatemala are cotton; vehicles other than railway or tramway rolling stock, and parts and accessories thereof; pharmaceutical products; miscellaneous chemical products; oil seeds and olea fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder etc. ■