

Virtual Buyer-Seller Meet

HEPC

9-11 February 2021

Remarks

Ambassador Tanmaya Lal

- Greetings all of you
- I would like to welcome all the Swedish companies that are attending this Virtual Buyer-Seller Meet organized by the Handloom Export Promotion Council.
- May I also thank the HEPC for giving me this opportunity to interact with you briefly.
- Having arrived recently in Sweden, I would like to say that it is highly encouraging to see the rapidly growing India-Swedish ties.
- Our Heads of State and Government have met each other on 5 occasions in the last 5 years. His Majesty The King visited India in late 2019 and despite Covid, ministerial interactions have continued last year.
- While trade ties are growing, there is a lot of scope for further trade in the handloom sector.
- Indian handlooms are well received in US and European markets such as UK, Spain, Germany and France.
- When you buy Indian handloom products, you are bringing motifs and designs that has thousands of years of cultural heritage and represents the mega diversity of India. These also reflect a long traditional skill of weaving. Their unique designs make them specially attractive.
- The Indian Handloom Brand emphasizes high quality products with zero effect on environment for responsible consumers.
- Several leading Swedish brands such as IKEA, Hemtex, Indiska, to name a few, source Indian handloom products.
- The continuing innovation and adaptability to market requirements offers choices to the buyers and consumers.
- I hope that this online event will be useful for both Buyers and Sellers and help in making new business linkages.
- Thank you