

## **Virtual Buyer-Seller Meet**

**HEPC**

2 March 2022

Stockholm

### **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.
- We seem to be finally coming out of the pandemic. India's exports are booming.
- Despite the pandemic, India Sweden high level political engagement has continued. Our Prime Ministers had three interactions last year. Our Foreign Ministers have had three interactions this year alone.
- Trade and investment has continued to grow.
- India remains among the leading handloom textile exporters in the world. They have the entire range from interior furnishings to carpets, bedspreads, other types of linen and cloths for various uses.
- Indian handloom items are well received in US and European markets such as UK, Spain, Germany and France.
- When you buy Indian handloom textile products, you are bringing motifs and designs made by artisans that has thousands of years of cultural heritage and represents the mega diversity of India.
- Almost every state in India has its own unique handloom style and product.
- These also reflect a long traditional skill of weaving. Their unique artistic and intricate 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