



**Embassy of India
Kuwait

PRESS RELEASE

Launch of Aatmanirbhar Bharat Series - Virtual Buyer and Seller Meet Focus Theme: Agriculture & Allied Sector

Embassy of India, Kuwait, inaugurated the “Aatmanirbhar Bharat” series of events on 10 September 2020 with an India-Kuwait Virtual Buyer Seller Meet titled “Special Partnership for Challenging Times and beyond” jointly organized with Agricultural and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce, Government of India. The virtual meeting was attended by more than 100 participants from both sides including senior officials from Embassy of India and APEDA and major food exporters/importers from India and Kuwait. The Rice Exporters Association, All India Food Processors Association, Fresh Vegetables and Fruits Exporters Association, All India Meat & Livestock Exporters Association and Association of Indian Organic Industry.

Ambassador of India, Mr. Sibi George, in his inaugural address spoke about the initiative of launching a series of business promotional events as part of Embassy’s efforts to strengthen bilateral trade between India and Kuwait. Ambassador spelt out the vision of Hon’ble Prime Minister Shri Narendra Modi under the Aatmanirbhar Bharat which envisages India at the heart of global value chains. Specifically highlighting the major reforms initiated by the Government of India in the agricultural domain, Ambassador spoke of India’s potential for greater exports of food and allied products.

Smt. Shubhra, Trade Advisor, Ministry of Agriculture & Farmers' Welfare, Government of India, emphasized on the competitiveness of India's agricultural exports. Shri Diwakar Nath Mishra, Joint Secretary/Chairman APEDA, Ministry of Commerce in his speech highlighted the initiatives undertaken by APEDA to facilitate and promote exports.

On this occasion, an e-catalogue containing the list of participating companies from India and Kuwait and product profile was released by Ambassador and the Chairman of APEDA.

The participating Indian Exporters' Associations made presentations about their capabilities and adherence to international quality standard & food safety. From Kuwait, the representatives of Lulu Group, City Centre, Oncost and Al-Ayees Trading Co. spoke about their continued association with Indian agricultural exporters and expressed keen interest in forging new partnerships and exploring newer products and geographical areas to source products from India.

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10 September 2020