

## A peek into Libya's lucrative market



Ms M.Manimekalai, Indian Ambassador to Libya(3rd from right) on her left Mr. J.K.Jain,Chairman,FIEO(NR), on her right Mrs. Farida Ahmed Mizran, Deputy Executive Director of Libyan Businessmen Council. Also seen in the picture Mr. Salem Al Abyad, Member of the Board of Director of Libyan Businessmen Council (2nd from left) along with other members of Libyan Businessmen Council

The Federation of Indian Export Organizations (Northern Region) led a multi-product business delegation to Libya from March 6-10, 2010. During the visit three important cities in the African country were covered – Tripoli, Misurata and Benghazi. A total of 17 participants from 14 different companies from all across the India participated. The Indian delegates represented various sectors like medical disposables, dyes and dye intermediates, organic chemicals, diesel engine spare parts, agricultural machines, rubber conveyor belts, ship repairing/tank cleaning and suppliers of pipes/fittings, cosmetics and toiletries, stainless steel, utensils, hospital products and x-ray chemicals, polished/unpolished granite/marble, tea etc. The above visit was coordinated with the support of the embassy of India in Libya and the Libyan Businessmen Council.

The first city covered during the visit was Tripoli. In the Capital, the delegates had a Buyer Seller Meet with the members of Libyan Businessmen Council. Mr Salem Al Abyad, Member of the board of directors of the Council and Mrs Farida Ahmed Mizran, Deputy

Executive Director along with other members of the Council received the delegation. Ms M. Manimekalai, the Indian ambassador to Libya, in her remarks in the inaugural session mentioned that India and Libya have excellent bilateral relations in a number of sectors and the visit of FIEO's delegation would further increase bilateral trade. She suggested having more such interactions for promoting business and joint ventures between the two countries. The ambassador also raised the issue of time consuming process in getting Libyan visas.

Welcoming the Indian delegation, Mr Salem mentioned that there is

large scope for Indian products in Libya and looked forward to more such interactions and trade delegations. Mrs Mozran ensured that the issue of visa would be taken up with the appropriate authorities so that the delay could be reduced.

Mr J.K. Jain, chairman, FIEO (Northern Region) and the leader of the delegation, in his address mentioned that the Indian and Libyan business communities need to continue to work together for identifying joint projects in newer sectors as well. India's strengths in the areas of pharmaceuticals, electronics, information and technology, bio-technology, textiles, leather, consumer goods and agriculture are well recognised globally.

He mentioned that Indian companies can supply complete plant and equipment in the power generation and transmission, rail transport infrastructure, cement and construction sectors. Indian companies are ready to share their experience, expertise and technical know-how for economic cooperation with Libya. Mr Jain informed that with a vast pool of skilled people in every sector like medicare, IT and so on, there were many opportunities which Libya could seek from India. There is scope for providing Indian consultancy, managerial, and IT enabled services for running industrial units, banks and other financial institutions.



A view of the Indian Delegates.



Meeting of Mr. J.K.Jain, Chairman, FIEO (NR) with Ms. M. Manimekalai, Indian Ambassador to Libya in the Indian Embassy.



Indian Delegates having one-to-one meeting with Libyan Businessmen in Tripoli

After a brief inaugural session, one-to-one interactions were held between Indian and Libyan businessmen.

Another business meeting was held with the General Union Chamber of Commerce and Industry in association with the Tripoli Chamber of Commerce & Industry. The delegation was received by Mr Mohamed D. El Fezzani and Mr Meilad Moftah Al Frgane, both members of the board of directors, Dr Milud Suri Alwehishi, manager of the Economic Department and Chairman of the Committee, senior members of the General Union Chambers of Commerce & Industry and the Tripoli Chamber of Commerce & Industry.

Ms Manikmelai, in her opening remarks, mentioned that India and Libya had cordial relations were and expanding in all sectors. The FIEO delegation's visit to Libya was one important step in further enhancing the economic and trade relations between India and Libya. She also informed that India is growing at the rate of 7.2-7.8%, with a projected growth rate of 9-10%. She said that India has grown in a number of new and emerging technologies and there are various sectors where one can collaborate with India like pharmaceuticals, textiles, food production, civil aviation shipping etc.

Mr Fezzani welcomed the delegation and mentioned that huge potential exists to further enhance economic ties

between India and Libya. Mr Frgane informed that Libya is undergoing transformation and a lot of business opportunities exist. He welcomed the Indian delegation and the appreciated FIEO's initiatives to meet Libyan businessmen. During the meeting Mr Jain requested both the chambers for providing a list of their members along with their business interests. Thereafter, one-to-one business meetings were held between Indian delegates and Libyan businessmen.

During the visit to Tripoli, a separate meeting with the Indian ambassador to Libya was also held at the Indian embassy. Ms Manikmelai suggested having an exhibition of Indian products representing various sectors in order to apprise Libyan businessmen of the potential of Indian products. She mentioned that there is a lot of potential in the Libyan market and the same needs to be tapped at the right time as delegations from other countries are also visiting Libya.

The second city covered during the visit was Misurata. A Buyer Seller meeting was held with the Misurata Chamber of Commerce & Industry (MCCI). The delegation was received by Mr Mustafa M. Abofanas, Chairman and Board of Director, of MCCI and other members of the chamber. Mr Mustafa welcomed the delegation and mentioned that this is the first time that any business delegation had visited Misurata. He appreciated the ini-

tiatives taken by the Federation for organizing such a visit. He promised all manner of assistance to Indian businessmen for identifying business opportunities and joint ventures. He also promised to give wide publicity about the delegation through their journal and the TV channels. He suggested he would be in touch with the chamber for any future needs and help.

Mr Jain mentioned that given the consent of the authorities in Libya and willingness of the business community, such visits will now become an annual affair. He extended a warm invitation to the members of the trade

**Some of the comments made by the Indian delegates are placed below:**

*"Thank you very much for giving us the opportunity to participate, and look forward to the pleasure of availing of similar opportunities." Mr S Ganesh, General Manager, ASMACS.*

*"Many thanks for the initiative by FIEO for arranging the Libya trip. The opportunities were certainly an eye opener." Mr Prakash Gopalani, General Manager, Eastern Software Systems.*

*"I made a couple of contacts and look forward and hope to convert it into serious business." Mr Khalid Khan, CEO, GECO Trading Corporation.*

*"I am glad to say that I did find prospective buyers in all the three cities we visited." Mr Chintan Kadakia, Vivil Exports.*



Visit of Indian delegates to Fair ground in Misurata.

and industry of Libya to visit India on a regular basis. He also stressed that there is always a need for one-to-one contact amongst the business communities of India and Libya to really understand the trade potential of both the countries, the way business is conducted at both the ends and further the business interests.

During the interactions some of the delegates sought the help of the Chamber for issuing advertisements in the newspaper for promotion of their products in Libya, to which they agreed to give all support and help.

Thereafter, the delegation visited the Exhibition/Fair Ground in Misurata. MCCI officials informed that all the major exhibitions are held in this fair ground and also invited FIEO and its members to participate in the exhibitions in Misurata. The delegation also visited the city's Free the Trade Zone.

Located on the Mediterranean coast, with a population of about 650,000, Misurata is the third largest city in Libya after Tripoli and Benghazi. Called the business capital of Libya, it is also considered one of the richest cities in North Africa. The harbor at Misurata is called Qasr Ahmed.

The third city covered during the

visit was Benghazi. The Buyer Seller Meet was held with the Benghazi Chamber of Commerce. Mr Gamal M. Barghathi, Vice Chairman of the chamber received the delegation. One to one meetings were held with the members of the chamber.

Mr Jain pointed out that as well as meeting the trade requirements jointly both the business communities of India and Libya can complement each other in supplying quality and better products to the international market. There is tremendous opportunity for trade between both countries.

Thereafter the delegation visited the wholesale market of Benghazi and interacted with the various distributors and importers dealing in household products like cosmetics, toiletries, and foodstuff. The visit to the local wholesale market was very useful and beneficial as they met various importers and distributors and also could see the products which are being used in the Libyan market.

Benghazi is the second largest city in Libya and the main city (or capital) of the Cyrenaica region. The city has an important port which is vital to the economy, as many foodstuffs and manufactured products need to be imported into Libya. Benghazi is also an indus-

trial and commercial centre in Libya. Major manufactured goods include processed food, textiles, tanning, salt processing and construction materials, particularly cement; a large cement factory is located in al-Hawari. Food processing is based on local fish, imported goods, and the produce of irrigated coastal lowlands and the nearby Jabal al-Akdhar Mountains, including cereal, dates, olives, wool and meat.

The delegates found the visit very useful and interacted with various businessmen and buyers in all the three cities and found many leads. Keeping in view the business potential some of the delegates extended their stay in Libya to explore more business opportunities. In order to penetrate the market further, the delegates suggested visits of a larger duration in the future.

#### **LIST OF INDIAN DELEGATES WITH BUSINESS INTEREST**

Mr Vishwanath A  
Partner

##### **MEDITEC DEVICES, Mumbai**

**Business Interest:** Exports of medical disposables like surgical gowns & drapes, respiratory products like masks, nebulizers and breathing circuits, Infusion and transfusion assemblies, drainage bags, barium contrast medias and barium enema kits.

Mr Chintan A Kadakia  
CEO

##### **VIVIL EXPORTS PVT LTD, Mumbai**

**Business Interest:** Exports of dyes and dye intermediates, organic chemicals, agarbatties, laboratory chemicals, equipments plant and machinery engineering items, turn-key projects etc.

Mr Khan Mohammed Khalid  
CEO

##### **GECO TRADING CORPORATION, Mumbai**

**Business Interest:** Exports of diesel engine lister & petter type from 5-24 HP and diesel engine spare parts, agricultural machines viz Danish type flour grinding mills and millstones, rice mills & hullers, corn mills and after market

automobiles engine parts viz cylinder, piston ring, valve guides etc.

Mr Sanjeev Aggarwal  
CEO

**PREMIER RUBBER MILLS**

Amritsar, Punjab

**Business Interest:** Exports of rubber conveyor belts and rubber transmission belts, rubber vee belts & raw edge cogged belts. Imports of rubberized synthetic fabric, dipped polyester cord, carbon black, synthetic rubber. Any other: Out-sourcing for belt fasteners/belt conveyor

Mr Ashok Rajpal  
Director

**KATE IMPEX PVT. LTD.**

Karnal, Haryana

**Business Interest:** Exports of all kind of agricultural machinery & implements & spare parts.

Mr Dev Mohanty, Chairman  
Mr S Ganesan, General Manager  
Mr Anil Kumar  
Business Dev. Manager

**ASMACS, Mumbai**

**Business Interest:** Exports of engineering, maintenance contracts, ship repairing/tank cleaning and suppliers of pipes/ fittings/flanges/water treatment chemicals. Any other: Human resources and support services to oil/refinery/petrochemical/power plants and projects.

Mr Mayank Vasa, Partner  
Mr Mohammed Iqbal, Marketing Exe.

**DHIREN ENTERPRISES, Mumbai**

**Business Interest:** Exports of major cosmetics & toiletries.

Mr DN Bagla, Partner

**ARUN INTERNATIONAL, New Delhi**

**Business Interest:** Export of stainless steel, utensils (plates, bowls, tongs, colanders, dishes, trays, kitchen tools, pasta steamer, soup strainers, stock pots, baking tray with grill). Any other: B2B meeting in Libya.

Mr Rajiv Agarwal, Managing Director  
**SCAN HOLDINGS (P) LIMITED, New Delhi**

**Business Interest:** Exports of easy open ends, coffee powder, aluminium neck foils, aluminium cans, milk powder, steel food, cans etc. Any Other: Canning seaming, pasteurization, machines for beer, glass, and pet bottling for beer.

Mr Savio Miranda, Export Manager

**AGRA ENGINEERING CO., Mumbai**

**Business Interest:** Engine spare parts for tractor, trucks, buses & diesel engine and agricultural engine, machines & implement & submersible pumps. Exports of parts for Perkins/Massey Ferguson, Deutz FL-912, 913, 413, 514, 614, John Deere, Class, David Brown, Lombardini, Acme, Atlas Copco, Hartz, Fiat Iveco, Fiat 682, Mercedes, Lister, Petter, sub-

mersible pumps, agricultural implements, plough disc, tillers etc.

Mr Kishore Bhuptani, Director  
**KALINDI INDUSTRIAL CORPORATION, Mumbai**

**Business Interest:** Export of hospital products & x-ray chemicals (manufacturers & exporters). An ISO 9001:2000 Certified Company.

Mr Prakash Gopalani  
General Manager

**EASTERN SOFTWARE SYSTEMS, Noida,UP**

**Business Interest:** Exports of enterprise resource planning (ERP) software, e-governance solutions, web solutions, portals, turnkey software projects. Any other: Finding IT companies who can partner with them to promote their portfolio of products and services. Finding customers for their REP solution and other packaged products & services

Mr Narendra Sharma, Partner

**MARUTI EXPORTS**

Udaipur, Rajasthan

**Business Interest:** Exports of polished / unpolished granite / marble / sand stone / lime stone / quartzite slabs / tiles.

Mr Iftikhar Alam, Manager

**MK Shah Exports/Kolkata Exports**

**Business Interest:** Indian black tea. ■

**IMPORTANT MEETINGS OF PRESIDENT, FIEO**

10th March 2010 : Mr. Ren Xiangdong, Dy. Director General, China Foreign Trade Centre (CFTC)

11th March 2010 : Mr. R Gopalan, Secretary (Financial Services & Banking), Ministry of Finance

22nd March, 2010 : Mr M V Nair, Chairman, IBA

25th March, 2010 : Mr. S N Moorthy, Chairman, CBDT

25th March 2010 : Mr. Shanta Kumar, Chairman and other Members of the Parliamentary Standing Committee on Commerce

25th March, 2010: Mr. R.S. Gujral, DGFT, Ministry of Commerce & Industry