

## Indian exporters Czech in at Europe's gateway



LEFT: A meeting of FIEO delegates with Mr. D P Srivastava, Ambassador of India to Czech Rep, Embassy of India. (at extreme left). RIGHT: Mr. R Asohan, Director, FIEO making a presentation on "India A Preferred Destination" during the inaugural function.



Trade and economic relations between India and the Czech Republic have continued to grow steadily. In the last four years, the two way trade increased four times and crossed the \$1 billion mark. In 2009, bilateral trade stood at \$1030.64 million as compared with \$1145.46 million in 2008, representing a dip of 10%. As against Indian exports of \$454.74 million, Czech exports amounted to \$575.5 million. Being a fast developing economy and a member of the European Union, with a GDP growth rate that is three times higher than the average EU rate, the Czech Republic offers huge potential for enhancing trade.

With a view to improving mutually beneficial business linkages, the Federation of Indian Export Organizations

participated in the fourth edition of the Czech Asian Forum followed by an exclusive exhibition for FIEO's business delegation from March 1-3, 2010 in Prague, the country's capital.

The event was inaugurated by Mr Jan Dusik, Minister of Environment of the Czech Republic. During the inaugural function Mr Milan Hovorka, Deputy Minister of Industry and Trade, Mr Petr Kuzel, President, Czech Chamber of Commerce also addressed the participants, highlighting their country's trade relations with Asia and the Pacific region. Mr R. Asokan, Director, FIEO made a detailed presentation titled "India's Investment Potential, Two Way Trade Opportunities and the Services of FIEO for the Cause of International Trade Promotion".

A memorandum of understanding to exchange international trade related information on two way trade between India and the Czech Republic and also for exchange of business delegations was established with the Association of Exporters of the Czech Republic.

Six exporting companies participated through FIEO in the event.

### Royal Exports, Ahmedabad

Mr Bhupendrakumar Shankarlal Barot, Partner  
Mr Bharat Ramgopal Surotia, Executive

**Product Interest:** Textile products

### Indsat Corporation, Chennai

Mr K.S. Anbuselvan, Chief Executive Officer

**Product Interest:** Aluminium die casting for automotive and general engineering applications and pollution control equipment.

### Hero Impex, Karur

Mr K. Murugesan, Managing Director  
Mr M. Sasikumar, Director

**Product Interest:** Bed spreads, duvet/quilt covers, pillow cases/pillow shams, furnishing fabrics, interior decorations, grey fabrics.



Indian delegates negotiating business deal



Indian delegates negotiating business deal

**Universe Trade Inc, Moradabad**

Mr Zubair Rasheed Alam, Proprietor  
Mr Javed Rasheed Alam, Executive

**Product Interest:** Handicrafts

**Geetha Krishna Spinning Mills Pvt Ltd, Rajapalayam**

Mr V.S. Rammohan Raja, Director

**Product Interest:** Cotton yarn and textile products

**Thanga Bagyaa Spinning Mills Pvt Ltd, Rajapalayam**

Mr Thanga Raja, Director

**Product Interest:** Cotton yarn and textile products



Mr. R Asohan, Director, FIEO(SR) giving an introduction about FIEO and the Indian delegates profile at a meeting in Czech Chamber of Commerce.

Other countries that participated in the event included, Indonesia, Uzbekistan, Pakistan, China and Vietnam. Immediately after the event there was an exclusive Indian exhibition, which was visited by a good number of importers, wholesalers, distributors from the Czech Republic, Slovakia and Poland. These visitors also had business negotiations with the Indian exhibitors.

Though the Czech Republic was a new market for the Indian participants, the response shown by the business delegates was quite encouraging, offering the scope for long-term business relationships. On the spot business negotiations were also finalized. The Indian participants are now in the process of firming up busi-

ness deals in the very near future.

The Czech Chamber of Commerce also held a meeting with the FIEO participants where representatives from various departments of the Czech Republic and senior level officials from leading chambers of commerce and trade associations held discussions with Indian participants. Indian companies are now positive about enhancing their presence in the Czech Republic.

the Czech Republic.

The Indian embassy's role was commendable. It provided excellent coordination, extending invitations to major business interests in the Czech Republic, matching the product profile of the Indian exporters for the exhibition. Embassy officials also arranged specific one-to-one meeting for the FIEO participants. ■

A meeting of the FIEO participants with Mr D.P. Srivastava, Ambassador of India to the Czech Republic was also organized at the Indian embassy, where the envoy elaborated on the business prospects available for Indian exporters. He assured the participants that the embassy would help identify potential business partners in

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Mr. Manish, Counsellor(Eco & Pol.) Embassy of India, Prague (4th from left) and Mr. Dilbag Singh, Second Secretary (Com), Embassy of India, Prague (6th from left) with FIEO delegates.