

Business Delegation from Odisha, India to Ho Chi Minh City, Vietnam



(From left to right): Mr. Dilip Sahoo, Director, Directorate of Export Promotion & Marketing, Odisha; Mr. Rajen Padhi, Commercial Director, B One Business House Pvt. Ltd. (third from right), Mr. JK Moanty, Managing Director, Swosti Group of Hotels (second from right) and Ms. T Sweta, Officer – Trade Promotion, WTC Bhubaneswar felicitating Dr. Madan Mohan Sethi, Consul General, Consulate General of India, Ho Chi Minh City, Vietnam (second from left).

As a part of International Trade Promotion initiative, World Trade Center Bhubaneswar mobilized a Business Delegation to Ho Chi Minh City, Vietnam with an objective to provide international exposure focusing on the MSME sector. The initiative aimed at enhancing visibility and outreach of the unique potential products from the state of Odisha. The business delegation was supported by the Consulate General of India, Ho Chi Minh City, Vietnam and the Department of Micro, Small & Medium Enterprises, Government of Odisha.

The delegates represented various sectors like Tourism & Hospitality, Agriculture & Food Processing, Seafood & Marine Products, Millets & Processed Food, Handloom & Textiles, Machinery & Equipments, Indian Spices and IT & Technology.

The first day of the four day schedule kicked off with a luncheon meeting hosted by Dr. Madan Mohan Sethi, Consul General, Consulate General of India, Ho Chi Minh City. The meeting witnessed active discussions on the trade potentials between the two regions, emerging sectors as well as the upcoming plan of action between the delegates and the special invitees.

Subsequently, the day three witnessed an interactive meeting at the Consulate General of India where the delegates made a brief presentation about their businesses to the key officials of the Consulate. They further discussed the business prospects in Vietnam for the particular sectors. Dr. Sethi also made a presentation deliberating on a detailed analysis of the Vietnamese market and the bilateral trade prospects between Vietnam and India, focusing on the State of Odisha. The program was followed by a meeting with the key office bearers of the Vietnam Chamber of Commerce & Industries (VCCI) in order to develop business linkages at the VCCI premises.



Delegates during interaction with Vietnam Chamber of Commerce and Industries (VCCI).



Delegates at the residence of Dr. Madan Mohan Sethi, Consul General, Consulate General of India, Ho Chi Minh City, Vietnam (center) for understanding the prospects of bilateral trade between India and Vietnam over a luncheon.

In addition to that, a networking dinner was hosted by the consulate with local industry bodies and prospective business houses like Vinh Loc Food Processing & Trading Co. Ltd, Indian Importers Chambers of Commerce & Industry, Vietravel, Ho Chi Minh City Computer Association etc.

B2B meetings and sector wise industry visits were scheduled as part of the program on day four. The delegates also paid a visit to tourist & historical places in Ho Chi Minh City for sightseeing on a Sunday (leisure day) which added to the better understanding of Vietnamese culture while helping them get familiar with their market and products.

The business delegation could thus help in paving way for trade between both the regions and acted as a big morale booster for the focus MSME sectors to think of trading beyond their regional boundaries, making the endeavour a successful one.

The Business Delegation visit was conducted from 3rd to 6th September, 2022.