

Webinar on India-Vietnam Trade Opportunities: Focus State – Odisha

World Trade Center Bhubaneswar over the years has not only looked at enhancing the economic portfolio of the state but also strived to bring in the concept of inclusive growth through development of a more conducive eco-system for the overall growth and development of the state.

Vietnam being one of the most promising economies and given its positive trade ties with India, World Trade Center Bhubaneswar hosted a webinar on 'India Vietnam Trade Opportunities- with focus on The State of Odisha'. The session was a part of the centre's International Trade Promotion initiatives which provided a platform for the SMEs and the Women led enterprises of the State to connect with different potential markets across the globe. The session also intended to enhance visibility and outreach of the unique potential products from the State of Odisha.

Dr. Madan Mohan Sethi, IFS, Consul General, Consulate General of India in Ho Chi Minh City, Vietnam made detailed deliberations on the trade opportunities between India and Vietnam. He highlighted the major potential sectors for trade, like Construction Materials, Textiles, Handicrafts, Tourism, Organic Chemicals, Organic Processed Food, Seafood, Pharmaceutical Products, Millet based products etc. Further, he spoke about the current export scenario from the state as well as the country. He addressed various bottlenecks like packaging, product quality, regional preferences etc. which act as a barrier for exporters to access and penetrate the global market, especially Vietnam. He encouraged the exporters, aspiring exporters and budding entrepreneurs to work in accordance with various action points for further diversification of the sectors and achieve the goal of trade surplus or positive trade balance.



In addition to that, he also deliberated on the scope of various products in Vietnam, like Black Rice, Textiles of Odisha, Handcrafted products, Leather, Machinery, Cereals etc. which require channelized promotion and facilitation.



Earlier in the session, **Mr. Rajen Padhi, Commercial Director, B-One Business House and Convenor, WTC Bhubaneswar International Trade Promotion Think Tank** delivered the welcome address and spoke about the potential and challenges of the Seafood sector while seeking support from the respective authorities.

Mr. Aditya Dash, Managing Director, Ram's Assorted Cold Storage and Convenor, WTC Bhubaneswar Agriculture and Food Processing Think Tank, during his address spoke about the opportunities in the Seafood sector while focusing on the collaborative measures and handholding support required for the MSMEs.



The session was followed by a highly interactive Q&A session where various issues of the MSMEs and exporters were noted and compiled to provide effective assistance.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar moderated the session and proposed the vote of thanks.

The webinar was held on April 28, 2022.

