

Kerala Business to Business Meet 2016

“Manufacturers in Kerala should come out with more value-added products if they want to compete in the global market”, remarked Minister for Public Works, V K Ebrahim Kunju while inaugurating the three-day Kerala Business-to-Business Meet 2016 at CIAL Trade Fair & Exhibition Centre, Nedumbassery, Kochi.

The Minister said that SME’s play a very crucial role in the overall economic development of the State. The meet will provide the SMEs in Kerala greater exposure to businesses outside Kerala and even India, he said.

Unveiling the Buyer and Seller Directories on the occasion, the State Fisheries and Excise Minister K Babu stated that Kerala has witnessed around 12 per cent industrial growth in the past four years, which is a higher rate than other States in the country. The government has been focussing on five key areas – manpower, raw materials, capital, favourable political climate and marketing – for the promotion of industrial growth in the State, he added.

PH Kurian, Principal Secretary, Industries & IT, in his introductory address said the Kerala Business to Business Meet 2016, like in the past years, is an effort on the part of the government to scale up the SME sector in Kerala. Pointing out that the trade between countries is the best thing happening in the world; he said SMEs should upgrade the quality of the products each time they venture into a larger marketplace.

M G George Muthoot, Chairman, FICCI Kerala State Council in his opening address complemented the Department of Industries & Commerce, govt. of Kerala for envisioning this programme that will help SMEs in Kerala to expand their horizon of business activities and realize their immense potential. Anvar Sadath, Member of Legislative Assembly, Aluva presided over the meet in which P M Francis IAS, Director- Industries & Commerce and K P Ramachandran Nair, State President, KSSIA also spoke.

Sellers comprising 200 SMEs from Kerala and more than 469 buyers from 21 countries (77 International buyers) and 18 States (392 National Buyers) participated in the meet which was organised by the Department of Industries and Commerce with Kerala Bureau of Industrial Promotions (K-BIP) as the

Nodal Agency and Federation of Indian Chamber of Commerce and Industry (FICCI) as the Trade and Industry Partner for the event. SMEs from seven sectors – food processing industry, handlooms, textiles & garments, rubber, wood-based industries, Ayurveda, herbal & cosmetics, engineering with electrical & electronics – participated in the meet.

7200 B2B's were organised by FICCI Between buyers and sellers, 3530 business enquiries were raised and 250 confirmed orders were placed worth approximately 300 crores; large number of export orders to materialise in the near future.

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