

Embassy of India Thimphu

Press Release: India@75 Export Promotion of Electronic Goods in Bhutan

1. Under the ambit of India@75 'Azadi Ka Amrit Mahotsav' celebrations to commemorate the 75th Anniversary of India's Independence, the Indian Embassy – in association with the Electronics and Computer Software Export Promotion Council (ESC) of India and the Bhutan Chamber of Commerce and Industry (BCCI) – organised a virtual Buyer-Seller Meet in the electronics sector on 08 December 2021 between Indian exporters and Bhutanese importers.

2. Speaking at the event, the **Ambassador of India to Bhutan Ms. Ruchira Kamboj** said that this virtual meeting was aimed at improving India's exports of electronic goods to Bhutan. Highlighting that the IT & electronics industry is one of the fastest-growing industries in India, both in terms of production and export, Ambassador Kamboj urged the Bhutanese companies to forge enhanced business partnerships with the Indian industry. **Mr Gurmeet Singh**, Executive Director, Electronics and Computer Software Export Promotion Council (ESC), provided an overview of the present scenario and opportunities for bolstering cooperation in the ICT sector. **Mr. Tandin Wangchuk**, President of the Bhutan Chamber of Commerce and Industry spoke about the commercial links between the two countries.

3. The event included a productive interactive business networking session with participation from leading Indian exporters of electronic goods such as test & measuring equipment/laboratory instruments, speakers & PA equipment, electronic/energy meters, finished electronic goods, power backup equipment, security electronics, electronic components, IoT devices, telecom products, IT hardware, solar panels, medical equipment, optical fibre cables sim cards & scratch cards, etc. The traders from both sides carried out detailed discussions to explore innovative ways to improve trade.

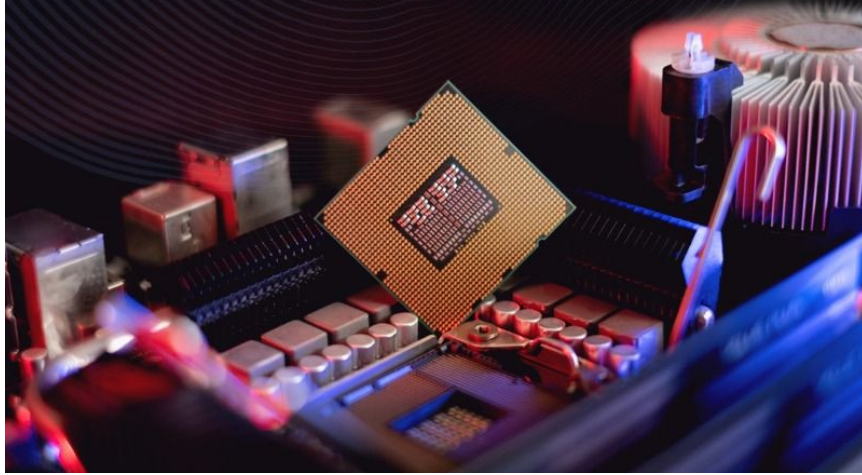
4. In the last two years, Bhutan's import of electronic goods from India increased by about 11% from Rs. 372 crore in 2019 to Rs. 412 crore in 2020, comprising over two-thirds share of Bhutan's total imports of electronic goods.

5. The Electronics and Computer Software Export Promotion Council (ESC), sponsored by the Government of India, is India's apex trade promotion organisation mandated to promote India's exports of electronics, telecom, computer hardware and peripherals, computer software and IT-enabled services, and has a membership base of over 2000 manufacturers and exporters in India.



INDIA-BHUTAN VIRTUAL B2B MEET IN ELECTRONICS SECTOR

WEDNESDAY, 08 DECEMBER 2021
15:30 HRS (BTT) / 15:00 HRS (IST)



Thimphu
08 December 2021