

**High Commission of India
Kuala Lumpur**

PRESS RELEASE

Virtual Networking Seller Meet on Organic Products, 24 January 2022

The High Commission of India in Kuala Lumpur in partnership with the APEDA (Agricultural and Processed Food Products Export Development Authority) organized a Virtual Networking Meet on Organic Products on 24 January 2022.

High Commissioner, H.E. Mr. B.N. Reddy and Chairman, APEDA, Dr. M. Angamuthu, inaugurated the Virtual Meet and released the E-Catalogue published for the Meet. In his remarks, High Commissioner highlighted India's well-recognized competencies in producing organic products. HC stated that Malaysia is a growing market for organic products. Given that Malaysia imports over 70% of its requirements for organic products, there are numerous opportunities for bilateral trade in this area. High Commissioner encouraged the traders from the two sides to explore mutually beneficial partnerships through this Meet.

Chairman, APEDA, addressed the Meet and outlined the numerous initiatives undertaken by the Government of India to promote production, certification and exports of organic products. A presentation was made by APEDA detailing the established organic certification processes in India, wide range of Indian organic products and the growing exports in a variety of sectors including processed organic foods, organic fibre, organic cosmetics etc.

Mr. Chong Yun Jang, Senior Manager of Central, West, South Asia & Africa, MATRADE (Malaysia External Trade Development Corporation) spoke about the role of MATRADE in promoting bilateral trade between India and Malaysia. Mr. Chong highlighted the potential opportunities for Indian organic traders to participate in the MIHAS (Malaysia International Halal Showcase) and how Malaysia can become India's partner for processing organic products. Dato' R, Ramanathan, President, KLSICCI (Kuala Lumpur & Selangor Indian Chamber of Commerce & Industry) spoke about the role of KLSICCI in supporting a wide range of businesses and highlighted the opportunities in this sector. Datuk A.P.Sivam, Council Member, Malaysian Associated Indian Chambers of Commerce and Industry - MAICCI, briefed the participants about the role of MAICCI in assisting Malaysian Businesses of Indian origin and trade with India.

Over 50 Indian organic producers/exporters and Malaysian importers/traders in organic products participated in the Meet. The participating traders highlighted the sectors of interest and information was exchanged by both sides in terms of specific products of interest. Process to obtain halal certification for non-meat imports from India was also explained to the Indian exporters and Malaysian importers.

The contact details of all the participating Indian exporters and Malaysian importers were shared among the members so that the links formed during the Buyer Seller Meet could be taken forward for furthering trade exchanges in this niche and emerging sector.

**22 January 2022
Kuala Lumpur**